

Cooperative Marketing

Program Summary for the Fiscal
Year Ending June 30, 2003



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

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Summary

FY03 Cooperative Marketing Program

I. Program Overview and Analysis

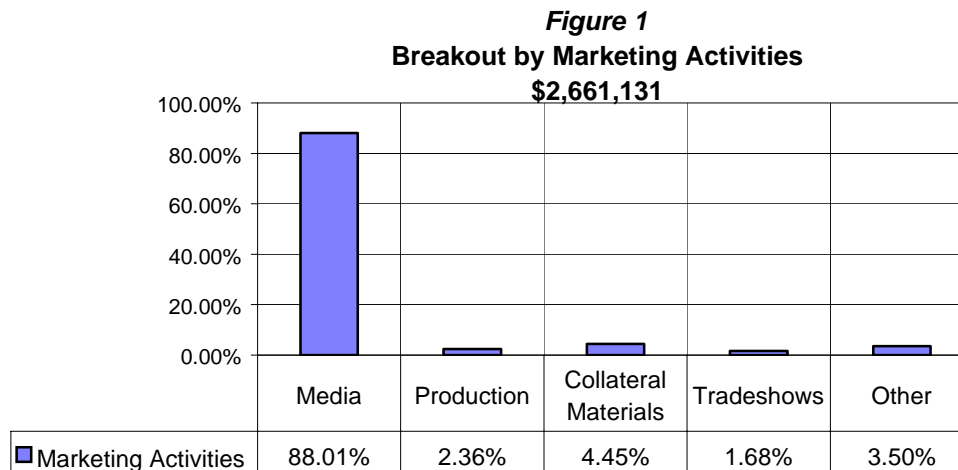
The Missouri Division of Tourism (MDT) Cooperative Marketing Program has encouraged the development of new and expanded tourism marketing initiatives at the local level since Fiscal Year 1995. This performance-based funding program matches local non-profit destination marketing organizations dollar for dollar for the implementation of approved tourism marketing projects. The combination of local and state funds to increase tourism expenditures for all of Missouri has proven successful year after year. The division, with advice and direction from an active industry advisory committee, administers the Cooperative Marketing Program. This valuable partnership is just one more strategic approach to lead Missouri in becoming one of America's most memorable tourist destinations.

In FY03 MDT approved sixty-three tourism-marketing projects totaling \$2,908,673. Of that amount, the Division paid 91.5%, or \$2,661,131, to participating DMOs as reimbursement for qualified and approved marketing expenses. Coupled with the matching local funds, the Cooperative Marketing Program generated nearly 5.5 million dollars in marketing to promote Missouri as a tourism destination.

Eighty-eight percent of the Cooperative Marketing Program FY03 dollars paid for the purchase of media advertising, i.e., the placement of destination ads on TV and radio, in magazines and newspapers.

The remaining twelve percent was used for a variety of tourism marketing activities including public relations, familiarization and press tours, sales calls, tradeshow participation, web site design and set up, the design, printing and distribution of collateral materials, research, production costs, audio visual material development and distribution, and booth purchase.

Figure 1 illustrates this usage.



Funding Categories - The Cooperative Marketing Program offered six marketing categories for the FY03 program year. Each category addressed a separate tourism marketing area. See the brief definitions below for a category overview.

- **Convention Marketing** - Various tourism marketing activities targeting the meeting, conventions, and sporting event planner
- **Destination Advertising** - Media advertising restricted to ad placement in approved media & markets – primarily to the leisure traveler.
- **Leisure Travel Marketing** - Various tourism marketing activities targeting the leisure traveler
- **Small Project Marketing** - Simplified leisure travel marketing category for small projects
- **Brochure Development & Printing** - Simplified process for the development of collateral materials
- **Statewide Marketing** - Various tourism marketing activities restricted to participation by statewide marketing organizations

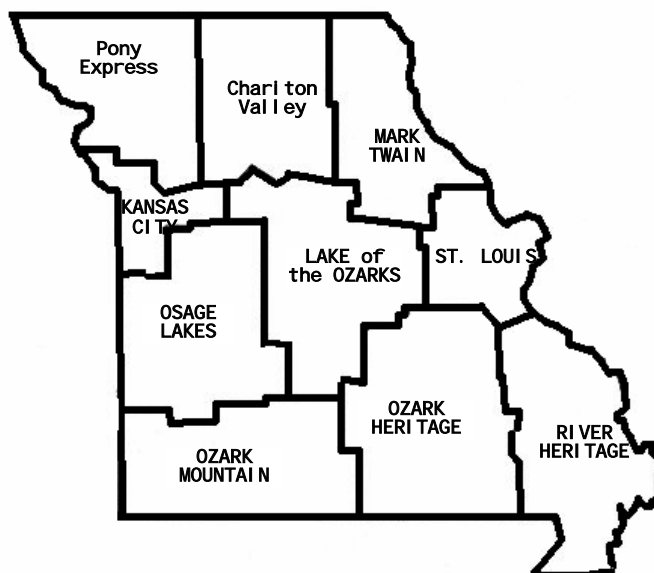
Figure 2 summarizes the dollars budgeted, the dollars expended, and the expenditure percentages for FY03 sorted by marketing category, and the number of approved marketing projects in each category.

Figure 2
FY03 Cooperative Marketing Program Usage by Category

Category	# of Projects Approved	Total Approved Contracts	Expenditures	% of Whole	Category % Unused
<i>Convention Marketing</i>	9	\$300,000	\$208,349	10%	30.55%
<i>Destination Advertising</i>	9	\$1,987,659	\$1,927,511	68%	3.00%
<i>Leisure Travel Marketing</i>	26	\$561,599	\$480,775	19%	14.39%
<i>Small Project Marketing-Summer/Fall</i>	5	\$13,962	\$13,597		2.61%
<i>Small Project Marketing-Winter/Spring</i>	9	\$23,517	\$18,368	1%	21.90%
<i>Brochure Development & Printing Program</i>	3	\$2,036	\$1,113	<1%	45.37%
<i>Statewide Marketing</i>	2	\$19,900	\$11,419	<1%	42.62%
Total for FY03	63	\$2,908,673	\$2,661,132	100%	

Cooperative Marketing Tourism Regions - For the purposes of funding and evaluation of leisure travel marketing projects, the state is divided into 10 regions. An allocation of funding by region assures that a minimum dollar amount is available for DMOs located in each region. See Figure 3 to identify the ten Missouri Tourism Regions.

Figure 3
Missouri Tourism Regions



Cooperative Marketing Fiscal Year 2003 Program

Summary

Figure 4 illustrates the FY03 funding budgeted and reimbursed by Missouri tourism region and county.

Figure 4
FY2003 Funding by Region/County

<u>Region/County</u>	<u>Funds Budgeted</u>	<u>Reimbursements</u>	<u>Region/County</u>	<u>Funds Budgeted</u>	<u>Reimbursements</u>
Statewide	\$19,900	\$11,419	Lake of the Ozarks	\$527,335	\$486,815
Cole	\$19,900	\$11,419	Camden	\$404,817	\$384,386
			Cole	\$36,897	\$30,500
Pony Express	\$109,010	\$85,714	Gasconade	\$5,731	\$2,741
Buchanan	\$106,895	\$83,876	Laclede	\$66,965	\$56,279
Nodaway	\$2,115	\$1,838	Pulaski	\$7,926	\$7,926
			Saline	\$5,000	\$4,984
Chariton Valley	\$3,018	\$1,218	St Louis Area	\$595,344	\$577,621
Livingston	\$3,018	\$1,218	St. Charles	\$130,000	\$112,282
			St. Louis	\$465,344	\$465,340
Mark Twain	\$47,025	\$42,227	Ozark Mountain	\$1,058,347	\$1,001,212
Marion	\$37,538	\$34,784	Greene	\$451,646	\$447,562
Pike	\$9,487	\$7,443	Jasper	\$55,938	\$42,280
			Stone	\$65,000	\$61,224
Kansas City	\$422,106	\$351,163	Taney	\$485,763	\$450,146
Clay	\$2,373	\$1,416	Ozark Heritage	\$19,867	\$9,261
Jackson	\$354,160	\$290,083	Howell	\$17,980	\$7,759
Lafayette	\$12,424	\$12,414	Iron	\$474	\$474
Platte	\$53,150	\$47,250	Wayne	\$1,413	\$1,028
Osage Lakes	\$73,643	\$64,374	River Heritage	\$33,079	\$30,108
Barton	\$5,100	\$4,950	Dunklin	\$2,500	\$2,200
Dallas	\$639	\$639	Mississippi	\$2,072	\$1,562
Henry	\$32,190	\$30,637	Perry	\$9,518	\$9,268
Hickory	\$7,952	\$2,575	Scott	\$14,140	\$13,516
Pettis	\$23,750	\$21,561	Ste. Genevieve	\$4,850	\$3,563
Vernon	\$4,012	\$4,012			
			Totals	\$2,908,673	\$2,661,131

Final Contract Status - The following report reflects the final contract status of all FY03 Cooperative Marketing Program contracts. The contracts are presented in alphabetical order by DMO and sorted by marketing category. This report illustrates the contract completion percentage, the dollars budgeted; revised budget total, if applicable; total amount reimbursed, and the unused balance for each contract. Additionally, the completion by category is reflected. The overall contract completion rate increased in FY03 from 90.97% in FY02 to 91.49%.



FY03 Contract Status by Marketing Category

Contract Number	DMO	Percent Complete*	Total Budget	Revised Budget	Total Reimbursed	Balance
Leisure Travel Marketing						
3-01-902-11	Allied Arts Council	82.91%	\$10,950.00	\$0.00	\$9,078.88	\$1,871.12
3-08-927-11	Branson Veterans Task Force, Inc.	78.85%	\$27,559.12	\$0.00	\$21,729.49	\$5,829.63
3-07-901-11	Chesterfield Chamber of Commerce	99.93%	\$5,343.87	\$0.00	\$5,339.87	\$4.00
3-06-919-11	City of Lebanon	88.74%	\$50,000.00	\$0.00	\$44,370.87	\$5,629.13
3-04-930-11	City of Lexington	99.92%	\$12,423.50	\$0.00	\$12,413.53	\$9.97
3-10-005-11	City of Miner	99.90%	\$5,697.50	\$0.00	\$5,692.00	\$5.50
3-09-923-11	City of West Plains Tourism Dev. Council	43.16%	\$17,980.00	\$7,991.00	\$7,759.32	\$10,220.68
3-05-039-11	Clinton Area Chamber of Commerce/CVB	95.18%	\$32,190.00	\$0.00	\$30,637.17	\$1,552.83
3-08-926-11	Downtown Branson Main Street Association	71.58%	\$46,026.00	\$0.00	\$32,944.35	\$13,081.65
3-03-914-11	Hannibal Convention & Visitors Bureau	90.30%	\$28,397.50	\$0.00	\$25,643.73	\$2,753.77
3-06-931-11	Hermann Area Chamber Tourism Group	47.82%	\$5,731.30	\$0.00	\$2,740.50	\$2,990.80
3-06-912-11	Historic Arrow Rock Council	99.67%	\$5,000.00	\$0.00	\$4,983.50	\$16.50
3-08-024-11	Indian Point Chamber of Commerce, Inc.	75.29%	\$15,000.00	\$0.00	\$11,293.18	\$3,706.82
3-06-928-11	Jefferson City Convention & Visitors Bureau	82.66%	\$36,896.78	\$30,771.78	\$30,500.03	\$6,396.75
3-08-909-11	Joplin Convention & Visitors Bureau	81.03%	\$35,484.00	\$0.00	\$28,752.63	\$6,731.37
3-06-920-11	Lake of the Ozarks Golf Council, Inc.	91.48%	\$39,892.50	\$0.00	\$36,495.57	\$3,396.93
3-06-921-11	Lake of the Ozarks Golf Council, Inc.	93.73%	\$12,725.00	\$0.00	\$11,927.70	\$797.30
3-04-013-11	Lee's Summit Chamber of Commerce	100.00%	\$6,529.50	\$0.00	\$6,529.50	\$0.00
3-03-916-11	Main Street Clarksville/HCI	78.46%	\$9,487.00	\$0.00	\$7,443.43	\$2,043.57
3-03-910-11	Mark Twain Home Foundation	100.00%	\$9,140.00	\$0.00	\$9,140.00	\$0.00
3-04-915-11	Platte County - KCI Area CVB	88.20%	\$50,000.00	\$0.00	\$44,100.12	\$5,899.88
3-05-938-11	Pomme de Terre Lake Area Chamber of Commerce	32.38%	\$7,952.25	\$0.00	\$2,574.68	\$5,377.57
3-06-025-11	Pulaski County Visitors Bureau	100.00%	\$7,925.50	\$0.00	\$7,925.50	\$0.00
3-05-911-11	Sedalia Area Chamber of Commerce/CVB	90.78%	\$23,750.00	\$0.00	\$21,561.40	\$2,188.60
3-10-935-11	Southeast Missouri Council of Governments, Inc.	97.38%	\$9,517.50	\$0.00	\$9,267.73	\$249.77
3-08-017-11	Table Rock Lake/Kimberling City Area Chamber of Commerce	99.86%	\$50,000.00	\$0.00	\$49,930.62	\$69.38
		85.61%	\$561,598.82		\$480,775.30	\$80,823.52
Statewide Marketing						
3-00-903-22	Bed & Breakfast Inns of Missouri	55.25%	\$10,000.00	\$0.00	\$5,524.86	\$4,475.14
3-00-940-22	Missouri Travel Council	59.53%	\$9,900.00	\$0.00	\$5,893.71	\$4,006.29
		57.38%	\$19,900.00		\$11,418.57	\$8,481.43
Convention Marketing						
3-08-041-33	Branson/Lakes Area Chamber of Commerce/CVB	37.22%	\$12,177.63	\$0.00	\$4,533.00	\$7,644.63
3-06-018-33	City of Lebanon	70.19%	\$16,965.00	\$0.00	\$11,908.53	\$5,056.47
3-10-036-33	City of Sikeston	92.67%	\$8,442.37	\$0.00	\$7,823.54	\$618.83
3-04-032-33	Convention & Visitors Bureau of Greater KC	14.93%	\$60,000.00	\$0.00	\$8,958.82	\$51,041.18
3-07-034-33	Greater St Charles Convention & Visitors Bureau	78.08%	\$60,000.00	\$0.00	\$46,846.56	\$13,153.44
3-08-008-33	Joplin Convention & Visitors Bureau	55.35%	\$15,454.00	\$0.00	\$8,554.20	\$6,899.80
3-08-007-33	Springfield Convention & Visitors Bureau, Inc.	94.79%	\$51,646.00	\$0.00	\$48,956.63	\$2,689.37
3-01-004-33	St. Joseph Convention & Visitors Bureau	70.31%	\$15,315.00	\$0.00	\$10,767.95	\$4,547.05
3-07-033-33	St. Louis Convention & Visitors Commission	100.00%	\$60,000.00	\$0.00	\$60,000.00	\$0.00
		69.45%	\$300,000.00		\$208,349.23	\$91,650.77

Cooperative Marketing Fiscal Year 2003 Program

Summary

Contract Number	DMO	Percent Complete*	Total Budget	Revised Budget	Total Reimbursed	Balance
Destination Advertising						
3-08-056-44	Branson/Lakes Area Chamber of Commerce/CVB	97.73%	\$400,000.00	\$0.00	\$390,938.90	\$9,061.10
3-04-058-44	City of Independence - Tourism Department	100.00%	\$60,130.00	\$0.00	\$60,130.00	\$0.00
3-04-062-44	Convention & Visitors Bureau of Greater KC	91.31%	\$150,000.00	\$0.00	\$136,964.90	\$13,035.10
3-04-064-44	Convention & Visitors Bureau of Greater KC	100.00%	\$77,500.00	\$0.00	\$77,500.00	\$0.00
3-07-060-44	Greater St Charles Convention & Visitors Bureau	93.48%	\$70,000.00	\$0.00	\$65,435.00	\$4,565.00
3-06-063-44	Lake of the Ozarks Convention & Visitors Bureau	95.39%	\$352,199.24	\$0.00	\$335,963.05	\$16,236.19
3-08-057-44	Springfield Convention & Visitors Bureau, Inc.	99.65%	\$400,000.00	\$0.00	\$398,605.61	\$1,394.39
3-01-059-44	St. Joseph Convention & Visitors Bureau	79.63%	\$77,829.89	\$0.00	\$61,973.35	\$15,856.54
3-07-061-44	St. Louis Convention & Visitors Commission	100.00%	\$400,000.00	\$0.00	\$400,000.00	\$0.00
		96.97%	\$1,987,659.13		\$1,927,510.81	\$60,148.32
Small Project Marketing-Summer/Fall						
3-05-048-55	Barton County Chamber of Commerce	98.65%	\$3,700.00	\$0.00	\$3,650.00	\$50.00
3-01-053-55	Greater Maryville Chamber of Commerce	97.49%	\$600.00	\$0.00	\$584.96	\$15.04
3-10-055-55	Kennett Chamber of Commerce	88.00%	\$2,500.00	\$0.00	\$2,200.00	\$300.00
3-05-047-55	Nevada/Vernon County Chamber of Commerce	100.00%	\$4,011.87	\$0.00	\$4,011.87	\$0.00
3-04-043-55	Weston Development Company	100.00%	\$3,150.00	\$0.00	\$3,150.00	\$0.00
		97.39%	\$13,961.87		\$13,596.83	\$365.04
Small Project Marketing-Winter/Spring						
3-05-072-56	Barton County Chamber of Commerce	92.86%	\$1,400.00	\$0.00	\$1,300.00	\$100.00
3-08-066-56	Carthage Convention and Visitors Bureau	99.46%	\$5,000.00	\$0.00	\$4,973.07	\$26.93
3-10-065-56	Charleston Chamber of Commerce	75.41%	\$2,071.70	\$1,634.20	\$1,562.28	\$509.42
3-02-070-56	Chillicothe Area Chamber of Commerce	58.12%	\$2,095.24	\$0.00	\$1,217.73	\$877.51
3-09-068-56	Clearwater Lake Association	72.74%	\$1,412.50	\$0.00	\$1,027.50	\$385.00
3-10-067-56	CVB of Ste. Genevieve	73.46%	\$4,850.00	\$0.00	\$3,562.92	\$1,287.08
3-04-073-56	Excelsior Springs Chamber of Commerce	59.67%	\$2,373.00	\$0.00	\$1,416.00	\$957.00
3-01-071-56	Greater Maryville Chamber of Commerce	82.69%	\$1,515.00	\$0.00	\$1,252.80	\$262.20
3-01-069-56	Pony Express Regional Tourism Commission	73.42%	\$2,800.00	\$0.00	\$2,055.65	\$744.35
		78.10%	\$23,517.44		\$18,367.95	\$5,149.49
Brochure Program						
3-09-076-77	Arcadia Valley Chamber of Commerce	100.00%	\$474.00	\$0.00	\$474.00	\$0.00
3-05-078-77	Buffalo Area Chamber of Commerce	100.00%	\$638.50	\$0.00	\$638.50	\$0.00
3-02-077-77	Chariton Valley Tourism Region	0.00%	\$923.08	\$0.00	\$0.00	\$923.08
		54.65%	\$2,035.58	\$1,112.50	923.08	
Grand Totals		91.49%	\$2,908,672.84		\$2,661,131.19	
\$230,990.15						

*These percentages represent the "Total Budget" less the "Total Reimbursed"

Cooperative Marketing Team: Two full-time division employees administer the day-to-day operations of the Cooperative Marketing Program. Team responsibilities include:

- Advisory committee facilitation
- Strategic planning
- Production of program materials
- Communication and materials dissemination
- Program outcome measurement
- Development & presentation of educational opportunities
- Facilitation of application evaluation processes
- Application review
- Contract management
- Customer service

The team focuses on providing the encouragement and assistance necessary to promote the successful completion of all funded projects. Successful projects increase tourism revenues for the individual destinations as well as the State of Missouri. To that end, the team devotes a significant amount of time providing the program participants with assistance in meeting deadlines, contract completion, fulfillment of program requirements, and program educational opportunities.

Outcome Measurement: A central goal of the Cooperative Marketing Program continues to be the funding of performance-based tourism marketing projects. The Division of Tourism has carefully incorporated outcome measurement requirements into all categories that fund projects of more than \$5,000. This process is refined each program year. Because the program structure rewards the development of expanded and innovative marketing efforts, participants are not penalized when a new marketing direction proves to be less successful than was anticipated. Sound reasoning must be presented for the funding of untried activities and repeat projects are funded only when it can be demonstrated that the project achieved the desired results.

Program Impact: The division, along with an active industry advisory committee, continually reviews functions and requirements to insure that the program aligns with state strategic planning efforts and requirements for the use of performance measures in programs subsidized by state dollars. Outcome measurement to assure that the program's original performance-based structure is enhanced and refined each year.

For FY03, expanded summary information can be more effectively compared with the previous years' data. Ad response tracking has been added to the previous comparative information such as amounts budgeted versus amounts reimbursed, percentage of funded projects completed as agreed, the reach of the advertising messages, the completion of individual marketing activities, and the DMO's overall assessment of the project's success.

MDT continues to stress the value of market research and outcome measurement within the program structure. To assist DMOs with the program research requirements, the division provides reference materials and educational support in this area.

Strategic Planning: MDT continually reviews and assesses program requirements and reporting systems. The analysis of past projects provides valuable information for the planning and design of future programs. The Cooperative Marketing Program strives to carefully advance to meet the needs of the tourism industry and Missouri taxpayers as well as maintain the flexibility to respond to the unexpected.

A new marketing opportunity has been added to the Cooperative Marketing Program in each of the last three program years. In FY01, the Destination Advertising category was made possible by merging of the Joint Advertising program into the program. The Small Project Marketing category was added in FY02, and for FY03 the Brochure Development and Printing category was made available in response to industry requests for an easier process for the funding of small collateral materials projects.

Cooperative Marketing Advisory Committee: The Cooperative Marketing Advisory Committee, made up of a minimum of 16 industry professionals, provides ongoing input and insight into the tourism marketing needs of the industry. This body assists with program administration, reviews decisions as necessary, as well as provides the program with a wealth of tourism marketing experience and expertise.

Cooperative Marketing

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Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

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II. FY03 Project Assessments – Combined data

Statistical Data - At the end of each contract period, Cooperative Marketing Program participants provide MDT with reports assessing the outcome of the funded projects from the participant's perspective. The following table, Figure 5, combines the statistical data provided by the FY03 participants through those reports.

Figure 5
Combined Summary of
FY03 Cooperative Marketing Projects

State Dollars Budgeted	\$2,908,673
State Dollars Reimbursed	\$2,661,131
Local Matching Dollars	\$2,788,826
Total Project Costs	\$5,449,958
% In State	43
% Out of State	57
Inquiries Reported	512,666
Total Circulation/Gross Impressions	1,253,738,616
TV Ads Placed	12,427
Radio Ads Placed	6,086
Newspaper Ads Placed	619
Magazine Ads Placed	570
Billboards Leased	14
Videos Distributed	0
Brochures Distributed	985,685
Tradeshows Attended	74
FAM Tours Hosted	7
Websites Developed/Updated	7
Projects Funded	63
Summary Reports Received	55

Outcomes - In addition to the numbers reported, the summary reports also outlined the project objectives as well as the DMO's measure of the success of the funded marketing projects. The participants were asked to provide the main objectives of the project, gauge the extent to which the objectives were met, and comments on the degree of success attributed to the project. Additionally, participants provided research data collected throughout the project to support the outcomes reported. The summary research provided valuable insights to Missouri tourism marketing trends at the local levels. The division reviewed all the research data provided with the summary reports for use as both a means for comparison and a supplement to the MDT research results.

The following table, **Figure 6**, illustrates the level of FY03 project success reported by the Cooperative Marketing Program participants.

Figure 6

Summary of Project Success

Extent to Which Project Achieved Objective	# Reporting
Significantly	31
Somewhat	23
Little	1
* Summary Report Not Submitted	8
Total Contracts	63

* 3 contracts - no report required (Brochure Dev.)
5 contracts - reports no submitted

Figure 7 presents the various marketing objectives of the FY03 funded projects and the extent to which those objectives were achieved.

Figure 7

Extent to which Objectives were Achieved

Marketing Objective	# Reporting this Objective	Extent to which Project Achieved Objectives	
Increase Number of Visitors	29	15	Significantly
		11	Somewhat
		1	Little
		2	Unknown
Destination Awareness	22	7	Significantly
		9	Somewhat
		6	Unknown
Increase Tourism Revenues	6	5	Significantly
		1	Somewhat
Increase Length of Stay	1	1	Somewhat
Increase Convention Business	4	3	Significantly
		1	Somewhat
Establish New Markets	1	1	Significantly
Totals	63	63	



Figure 8 compares the program years FY01, FY02 and FY03

Figure 8 - Comparison of FY01, FY02, and FY03 Cooperative Marketing Projects

	FY01	FY02	FY01/FY02 Comparison	FY03	FY02/FY03 Comparison	FY03 % of +/-
State \$\$ Budgeted	2,914,658	2,680,360	-234,298	2,908,673	228,313	7.85%
State \$\$ Reimbursed	2,452,056	2,438,223	-13,833	2,661,131	222,908	8.38%
Unused \$\$	462,602	242,138	-220,464	247,542	5,404	2.18%
Local Matching \$\$	3,157,863	2,477,512	-680,351	2,788,826	311,314	11.16%
Total Project Cost	5,609,919	4,915,735	-694,184	5,449,958	534,223	9.80%
Gross Impressions	437,642,778	1,908,483,335	1,470,840,557	1,253,738,616	-654,744,719	-52.22%
Inquiries Reported	0	0	0	512,666	512,666	100.00%
TV Ads Placed	12,557	9,464	-3,093	12,427	2,963	23.84%
Radio Ads Placed	10,386	12,742	2,356	6,086	-6,656	-109.37%
Newspaper Ads Placed	216	857	641	619	-238	-38.45%
Magazine Ads Placed	347	401	54	570	169	29.65%
Videos Distributed	1	25	24	0	-25	-100.00%
Billboards Leased	18	14	-4	14	0	0.00%
Brochures Distributed	1,285,344	1,465,594	180,250	985,685	-479,909	-48.69%
Tradeshows Attended	71	81	10	74	-7	-9.46%
FAM Tours Hosted	2	11	9	7	-4	-57.14%
Websites Developed/Updated	9	6	-3	7	1	14.29%
Overall Contract Completion Rate	84.13%	90.97%	6.84%	91.47%	.5%	

Figure 9 lists the FY03 participants by dollars reimbursed, most to least.

Figure 9 - FY03 Summary Totals by DMO

TOTAL REIMBURSED	TOTAL ALLOCATED	DMO
\$460,000	\$460,000	St. Louis Convention & Visitors Commission
\$447,562	\$451,646	Springfield Convention & Visitors Bureau, Inc.
\$395,472	\$412,178	Branson/Lakes Area Chamber of Commerce/CVB
\$335,963	\$352,199	Lake of the Ozarks Convention & Visitors Bureau
\$223,424	\$287,500	Convention & Visitors Bureau of Greater Kansas City
\$112,282	\$130,000	Greater St Charles Convention & Visitors Bureau
\$72,741	\$93,145	St. Joseph Convention & Visitors Bureau
\$60,130	\$60,130	City of Independence - Tourism Department
\$56,279	\$66,965	City of Lebanon
\$49,931	\$50,000	Table Rock Lake/Kimberling City Area Chamber of Commerce
\$48,423	\$52,618	Lake of the Ozarks Golf Council, Inc.
\$44,100	\$50,000	Platte County - KCI Area Convention & Visitors Bureau
\$37,307	\$50,938	Joplin Convention & Visitors Bureau
\$32,944	\$46,026	Downtown Branson Main Street Association

TOTAL REIMBURSED	TOTAL ALLOCATED	DMO
\$30,637	\$32,190	Clinton Area Chamber of Commerce/CVB
\$30,500	\$36,897	Jefferson City Convention & Visitors Bureau
\$25,644	\$28,398	Hannibal Convention & Visitors Bureau
\$21,729	\$27,559	Branson Veterans Task Force, Inc.
\$21,561	\$23,750	Sedalia Area Chamber of Commerce/CVB
\$12,414	\$12,424	City of Lexington
\$11,293	\$15,000	Indian Point Chamber of Commerce, Inc.
\$9,268	\$9,518	Southeast Missouri Council of Governments, Inc.
\$9,140	\$9,140	Mark Twain Home Foundation
\$9,079	\$10,950	Allied Arts Council
\$7,926	\$7,926	Pulaski County Visitors Bureau
\$7,824	\$8,442	City of Sikeston
\$7,759	\$17,980	City of West Plains Tourism Development Advisory Council
\$7,443	\$9,487	Main Street Clarksville/HCI
\$6,530	\$6,530	Lee's Summit Chamber of Commerce
\$5,894	\$9,900	Missouri Travel Council
\$5,692	\$5,698	City of Miner
\$5,525	\$10,000	Bed & Breakfast Inns of Missouri
\$5,340	\$5,344	Chesterfield Chamber of Commerce
\$4,984	\$5,000	Historic Arrow Rock Council
\$4,973	\$5,000	Carthage Convention and Visitors Bureau
\$4,012	\$4,012	Nevada/Vernon County Chamber of Commerce
\$3,650	\$3,700	Barton County Chamber of Commerce
\$3,563	\$4,850	Convention and Visitor Bureau of Ste. Genevieve
\$3,150	\$3,150	Weston Development Company
\$2,741	\$5,731	Hermann Area Chamber of Commerce - Tourism Group
\$2,575	\$7,952	Pomme de Terre Lake Area Chamber of Commerce
\$2,200	\$2,500	Kennett Chamber of Commerce
\$2,056	\$2,800	Pony Express Regional Tourism Commission
\$1,562	\$2,072	Charleston Chamber of Commerce
\$1,416	\$2,373	Excelsior Springs Chamber of Commerce
\$1,300	\$1,400	Barton County Chamber of Commerce
\$1,253	\$1,515	Greater Maryville Chamber of Commerce
\$1,218	\$2,095	Chillicothe Area Chamber of Commerce
\$1,028	\$1,413	Clearwater Lake Association
\$639	\$639	Buffalo Area Chamber of Commerce
\$585	\$600	Greater Maryville Chamber of Commerce
\$474	\$474	Arcadia Valley Chamber of Commerce
\$0	\$923	Chariton Valley Tourism Region
\$2,661,131	\$2,908,673	TOTALS

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III. FY03 Project Assessments - Individual

The following pages contain individual results from each FY03 contract by marketing category. The DMOs are listed alphabetically under the following sections:

Leisure Travel Marketing
 Statewide Marketing
 Convention Marketing
 Destination Advertising
 Small Project Marketing-Summer/Fall
 Small Project Marketing-Winter/Spring

A report reflecting marketing activities, inquiries, and cost per inquiry by category precedes each section.

Figure 10 - Marketing Activities, Inquiries, and Cost Per Inquiry - Leisure Travel Marketing Category

Allied Arts Council

Contract # 3-01-902-11	Research Method	Other				
Inquiries Generated	0		<u>Marketing Activities</u>			
State Funds Budgeted	\$10,950.00		TV Ads	0	Videos/CDs	0
State Funds Used	\$9,078.88		Radio Ads	80	Brochures	32,000
Local Funds Used	\$9,078.88		Newspaper Ads	70	Tradeshows	0
Total Project Costs	\$18,157.76		Magazine Ads	1	FAM Tours	0
State Cost Per Inquiry	No Inquiries Reported		Billboards	0	Websites	0

Branson Veterans Task Force, Inc.

Contract # 3-08-927-11	Research Method	Intercept Study				
Inquiries Generated	1,428		<u>Marketing Activities</u>			
State Funds Budgeted	\$27,559.12		TV Ads	139	Videos/CDs	0
State Funds Used	\$21,729.49		Radio Ads	0	Brochures	120,000
Local Funds Used	\$21,729.50		Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$43,458.99		Magazine Ads	8	FAM Tours	0
State Cost Per Inquiry	\$15.22		Billboards	0	Websites	0

Chesterfield Chamber of Commerce

Contract # 3-07-901-11	Research Method	Other				
Inquiries Generated	485		<u>Marketing Activities</u>			
State Funds Budgeted	\$5,343.87		TV Ads	0	Videos/CDs	0
State Funds Used	\$5,339.87		Radio Ads	0	Brochures	0
Local Funds Used	\$5,339.87		Newspaper Ads	4	Tradeshows	0
Total Project Costs	\$10,679.74		Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$11.01		Billboards	0	Websites	0

City of Lebanon

Contract # 3-06-919-11	Research Method	Other				
Inquiries Generated	9,283		<u>Marketing Activities</u>			
State Funds Budgeted	\$50,000.00		TV Ads	1,631	Videos/CDs	0
State Funds Used	\$44,370.87		Radio Ads	2,867	Brochures	36,000
Local Funds Used	\$44,370.87		Newspaper Ads	1	Tradeshows	3
Total Project Costs	\$88,741.74		Magazine Ads	3	FAM Tours	1
State Cost Per Inquiry	\$4.78		Billboards	4	Websites	0

City of Lexington

Contract #	3-04-930-11	Research Method	Conversion Study				
Inquiries Generated	920			<u>Marketing Activities</u>			
State Funds Budgeted	\$12,423.50		TV Ads	128	Videos/CDs	0	
State Funds Used	\$12,413.53		Radio Ads	0	Brochures	0	
Local Funds Used	\$12,413.54		Newspaper Ads	4	Tradeshows	0	
Total Project Costs	\$24,827.07		Magazine Ads	1	FAM Tours	0	
State Cost Per Inquiry	\$13.49		Billboards	2	Websites	0	

City of Miner

Contract #	3-10-005-11	Research Method	Conversion Study				
Inquiries Generated	1,338			<u>Marketing Activities</u>			
State Funds Budgeted	\$5,697.50		TV Ads	0	Videos/CDs	0	
State Funds Used	\$5,692.00		Radio Ads	0	Brochures	0	
Local Funds Used	\$5,692.00		Newspaper Ads	0	Tradeshows	5	
Total Project Costs	\$11,384.00		Magazine Ads	13	FAM Tours	0	
State Cost Per Inquiry	\$4.25		Billboards	0	Websites	0	

City of West Plains Tourism Development Advisory Council

Contract #	3-09-923-11	Research Method	Intercept Study				
Inquiries Generated	1,756			<u>Marketing Activities</u>			
State Funds Budgeted	\$17,980.00		TV Ads	65	Videos/CDs	0	
State Funds Used	\$7,759.32		Radio Ads	0	Brochures	0	
Local Funds Used	\$7,759.32		Newspaper Ads	0	Tradeshows	1	
Total Project Costs	\$15,518.64		Magazine Ads	5	FAM Tours	0	
State Cost Per Inquiry	\$4.42		Billboards	0	Websites	0	

Clinton Area Chamber of Commerce/CVB

Contract #	3-05-039-11	Research Method	Other				
Inquiries Generated	316			<u>Marketing Activities</u>			
State Funds Budgeted	\$32,190.00		TV Ads	168	Videos/CDs	0	
State Funds Used	\$30,637.17		Radio Ads	0	Brochures	0	
Local Funds Used	\$30,637.18		Newspaper Ads	8	Tradeshows	0	
Total Project Costs	\$61,274.35		Magazine Ads	0	FAM Tours	0	
State Cost Per Inquiry	\$96.95		Billboards	0	Websites	0	

Downtown Branson Main Street Association

Contract #	3-08-926-11	Research Method	Intercept Study				
Inquiries Generated	56,809			<u>Marketing Activities</u>			
State Funds Budgeted	\$46,026.00		TV Ads	82	Videos/CDs	0	
State Funds Used	\$32,944.35		Radio Ads	1,188	Brochures	400,000	
Local Funds Used	\$32,944.36		Newspaper Ads	0	Tradeshows	0	
Total Project Costs	\$65,888.71		Magazine Ads	0	FAM Tours	0	
State Cost Per Inquiry	\$0.58		Billboards	6	Websites	0	

Hannibal Convention & Visitors Bureau

Contract #	3-03-914-11	Research Method	Telephone Survey				
Inquiries Generated	22,910			<u>Marketing Activities</u>			
State Funds Budgeted	\$28,397.50		TV Ads	0	Videos/CDs	0	
State Funds Used	\$25,643.73		Radio Ads	0	Brochures	0	
Local Funds Used	\$28,397.50		Newspaper Ads	94	Tradeshows	0	
Total Project Costs	\$54,041.23		Magazine Ads	12	FAM Tours	0	
State Cost Per Inquiry	\$1.12		Billboards	0	Websites	0	

Hermann Area Chamber of Commerce – Tourism Group

Contract # 3-06-931-11	Research Method	Other			
Inquiries Generated	4,305		<u>Marketing Activities</u>		
State Funds Budgeted	\$5,731.30		TV Ads	0	Videos/CDs 0
State Funds Used	\$2,740.50		Radio Ads	370	Brochures 35,000
Local Funds Used	\$2,740.50		Newspaper Ads	4	Tradeshows 0
Total Project Costs	\$5,481.00		Magazine Ads	0	FAM Tours 0
State Cost Per Inquiry	\$0.64		Billboards	0	Websites 0

Historic Arrow Rock Council

Contract # 3-06-912-11	Research Method	Other			
Inquiries Generated	1,204		<u>Marketing Activities</u>		
State Funds Budgeted	\$5,000.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$4,983.50		Radio Ads	386	Brochures 0
Local Funds Used	\$4,983.50		Newspaper Ads	0	Tradeshows 0
Total Project Costs	\$9,967.00		Magazine Ads	0	FAM Tours 0
State Cost Per Inquiry	\$4.14		Billboards	0	Websites 0

Indian Point Chamber of Commerce, Inc.

Contract # 3-08-024-11	Research Method	Other			
Inquiries Generated	16,217		<u>Marketing Activities</u>		
State Funds Budgeted	\$15,000.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$11,293.18		Radio Ads	0	Brochures 0
Local Funds Used	\$14,987.14		Newspaper Ads	0	Tradeshows 0
Total Project Costs	\$26,280.32		Magazine Ads	3	FAM Tours 0
State Cost Per Inquiry	\$0.70		Billboards	0	Websites 0

Jefferson City Convention & Visitors Bureau

Contract # 3-06-928-11	Research Method	Conversion Study			
Inquiries Generated	2,929		<u>Marketing Activities</u>		
State Funds Budgeted	\$36,896.78		TV Ads	0	Videos/CDs 0
State Funds Used	\$30,500.03		Radio Ads	0	Brochures 0
Local Funds Used	\$30,500.03		Newspaper Ads	52	Tradeshows 0
Total Project Costs	\$61,000.06		Magazine Ads	0	FAM Tours 0
State Cost Per Inquiry	\$10.41		Billboards	0	Websites 0

Joplin Convention & Visitors Bureau

Contract # 3-08-909-11	Research Method	Other			
Inquiries Generated	12,092		<u>Marketing Activities</u>		
State Funds Budgeted	\$35,484.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$28,752.63		Radio Ads	0	Brochures 10,000
Local Funds Used	\$28,752.64		Newspaper Ads	0	Tradeshows 0
Total Project Costs	\$57,505.27		Magazine Ads	20	FAM Tours 0
State Cost Per Inquiry	\$2.38		Billboards	0	Websites 0

Lake of the Ozarks Golf Council, Inc.

Contract # 3-06-920-11	Research Method	Telephone Survey			
Inquiries Generated	6,080		<u>Marketing Activities</u>		
State Funds Budgeted	\$39,892.50		TV Ads	0	Videos/CDs 0
State Funds Used	\$36,495.57		Radio Ads	0	Brochures 78,000
Local Funds Used	\$36,495.59		Newspaper Ads	17	Tradeshows 0
Total Project Costs	\$72,991.16		Magazine Ads	17	FAM Tours 0
State Cost Per Inquiry	\$6.00		Billboards	0	Websites 0

Contract # 3-06-921-11	Research Method	Other			
Inquiries Generated	24,000		<u>Marketing Activities</u>		
State Funds Budgeted	\$12,725.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$11,927.70		Radio Ads	0	Brochures 12,000
Local Funds Used	\$11,927.71		Newspaper Ads	0	Tradeshows 8
Total Project Costs	\$23,855.41		Magazine Ads	0	FAM Tours 1
State Cost Per Inquiry	\$0.50		Billboards	0	Websites 0

Lee's Summit Chamber of Commerce

Contract # 3-04-013-11	Research Method	Other			
Inquiries Generated	431		<u>Marketing Activities</u>		
State Funds Budgeted	\$6,529.50		TV Ads	0	Videos/CDs 0
State Funds Used	\$6,529.50		Radio Ads	0	Brochures 32,500
Local Funds Used	\$6,529.50		Newspaper Ads	0	Tradeshows 0
Total Project Costs	\$13,059.00		Magazine Ads	3	FAM Tours 0
State Cost Per Inquiry	\$15.15		Billboards	0	Websites 0

Main Street Clarksville/HCI

Contract # 3-03-916-11	Research Method	Intercept Study			
Inquiries Generated	2,084		<u>Marketing Activities</u>		
State Funds Budgeted	\$9,487.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$7,443.43		Radio Ads	0	Brochures 0
Local Funds Used	\$8,456.00		Newspaper Ads	12	Tradeshows 0
Total Project Costs	\$15,899.43		Magazine Ads	1	FAM Tours 0
State Cost Per Inquiry	\$3.57		Billboards	0	Websites 1

Mark Twain Home Foundation

Contract # 3-03-910-11	Research Method	Intercept Study			
Inquiries Generated	14,105		<u>Marketing Activities</u>		
State Funds Budgeted	\$9,140.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$9,140.00		Radio Ads	0	Brochures 30,000
Local Funds Used	\$9,140.00		Newspaper Ads	30	Tradeshows 1
Total Project Costs	\$18,280.00		Magazine Ads	7	FAM Tours 0
State Cost Per Inquiry	\$0.65		Billboards	0	Websites 0

Platte County - KCI Area Convention & Visitors Bureau

Contract # 3-04-915-11	Research Method	Conversion Study			
Inquiries Generated	8,835		<u>Marketing Activities</u>		
State Funds Budgeted	\$50,000.00		TV Ads	0	Videos/CDs 0
State Funds Used	\$44,100.12		Radio Ads	0	Brochures 1,000
Local Funds Used	\$44,100.12		Newspaper Ads	4	Tradeshows 2
Total Project Costs	\$88,200.24		Magazine Ads	23	FAM Tours 0
State Cost Per Inquiry	\$4.99		Billboards	0	Websites 0

Pomme de Terre Lake Area Chamber of Commerce

Contract # 3-05-938-11	Research Method	Other			
Inquiries Generated	10,868		<u>Marketing Activities</u>		
State Funds Budgeted	\$7,952.25		TV Ads	0	Videos/CDs 0
State Funds Used	\$2,574.68		Radio Ads	0	Brochures 0
Local Funds Used	\$3,773.28		Newspaper Ads	0	Tradeshows 4
Total Project Costs	\$6,347.96		Magazine Ads	0	FAM Tours 0
State Cost Per Inquiry	\$0.24		Billboards	0	Websites 0

Pulaski County Visitors Bureau

Contract # 3-06-025-11	Research Method	None			
Inquiries Generated	8,161		<u>Marketing Activities</u>		
State Funds Budgeted	\$7,925.50		TV Ads	0	Videos/CDs 0

State Funds Used	\$7,925.50	Radio Ads	0	Brochures	50,000
Local Funds Used	\$7,925.50	Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$15,851.00	Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$0.97	Billboards	0	Websites	0

Sedalia Area Chamber of Commerce/CVB

Contract # 3-05-911-11	Research Method	Intercept Study			
Inquiries Generated	6,215	<u>Marketing Activities</u>			
State Funds Budgeted	\$23,750.00	TV Ads	0	Videos/CDs	0
State Funds Used	\$21,561.40	Radio Ads	0	Brochures	0
Local Funds Used	\$21,561.40	Newspaper Ads	21	Tradeshows	0
Total Project Costs	\$43,122.80	Magazine Ads	14	FAM Tours	0
State Cost Per Inquiry	\$3.47	Billboards	2	Websites	0

Southeast Missouri Council of Governments, Inc.

Contract # 3-10-935-11	Research Method	Conversion Study			
Inquiries Generated	250	<u>Marketing Activities</u>			
State Funds Budgeted	\$9,517.50	TV Ads	0	Videos/CDs	0
State Funds Used	\$9,267.73	Radio Ads	0	Brochures	68,679
Local Funds Used	\$9,517.50	Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$18,785.23	Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$37.07	Billboards	0	Websites	0

Table Rock Lake/Kimberling City Area Chamber of Commerce

Contract # 3-08-017-11	Research Method	Mail Survey			
Inquiries Generated	22,000	<u>Marketing Activities</u>			
State Funds Budgeted	\$50,000.00	TV Ads	107	Videos/CDs	0
State Funds Used	\$49,930.62	Radio Ads	0	Brochures	0
Local Funds Used	\$49,930.62	Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$99,861.24	Magazine Ads	5	FAM Tours	0
State Cost Per Inquiry	\$2.27	Billboards	0	Websites	0

Summary by Project

Contract Number:	3-01-902-11		
DMO:	Allied Arts Council		
Project Name:	Trails West!		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$10,950.00		
State Dollars Reimbursed	\$9,078.88	% In State	73
Local Matching Dollars	\$9,078.88	% Out of State	27
Total Project Cost	\$18,157.76		
Total Circulation/Exposure	2,634,664		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	80		
Newspaper Ads Placed	70		
Magazine Ads Placed	1		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	32,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	According to on-site survey, out-of- town visitors spent an avg. of \$82.36/person and stayed an average of 1.8 days in St. Jo. Shows we are generating overnight stays & highlighting local attractions where visitors can spend their money.		
Research Method	Other		
Percentage Completed	83%		
Description	FY2003 is the second year that the Allied Arts Council, located in St. Joseph MO in the Pony Express region, has participated as a DMO. To date, the council received \$17,061 in reimbursements for marketing expenses with a 75% completion rate.		

Summary by Project

Contract Number:	3-08-927-11		
DMO:	Branson Veterans Task Force, Inc.		
Project Name:	Branson Veterans Task Force		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$27,559.12		
State Dollars Reimbursed	\$21,729.49	% In State	19
Local Matching Dollars	\$21,729.50	% Out of State	81
Total Project Cost	\$43,458.99		
Total Circulation/Exposure	3,417,000		
Inquiries Reported	1,428		
TV Ads Placed	139		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	8		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	120,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	TV ads were good, but did not draw visitors. Magazine ads hit 3 of 4 objectives & are increasing numbers. Tabloid is making a big impact on Task Force interest and rack cards are holding steady.		
Research Method	Intercept Study		
Percentage Completed	79%		
Description	Located in the Ozark Mountain region, Branson Veterans Task Force works to make Branson the number one location for veterans activities and veterans reunions in the country. The organization has received a total of \$86,342 in reimbursements for qualified marketing activities. The overall completion average for this DMO is 54%.		

Summary by Project

Contract Number:	3-07-901-11		
DMO:	Chesterfield Chamber of Commerce		
Project Name:	Introducing Chesterfield		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$5,343.87		
State Dollars Reimbursed	\$5,339.87	% In State	35
Local Matching Dollars	\$5,339.87	% Out of State	65
Total Project Cost	\$10,679.74		
Total Circulation/Exposure	4,744,000		
Inquiries Reported	485		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	4		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	We receive a somewhat significant requests for information during this grant period. From the amount of requests received, quite a few of those requests (32%) 2343 from what we defined as our target areas.		
Research Method	Other		
Percentage Completed	100%		
Description	The Chesterfield Chamber of Commerce markets tourism for the city of Chesterfield located in the western most part of St. Louis County. This chamber began applying for Cooperative Marketing Program funding in FY1997 and has received a total of \$46,074 in tourism marketing reimbursements. Their completion rate is 96%.		

Summary by Project

Contract Number:	3-06-919-11		
DMO:	City of Lebanon		
Project Name:	Comprehensive Leisure Marketing Campaign		
Project Objective:	Increase Revenues		
State Dollars Budgeted	\$50,000.00		
State Dollars Reimbursed	\$44,370.87	% In State	75
Local Matching Dollars	\$44,370.87	% Out of State	25
Total Project Cost	\$88,741.74		
Total Circulation/Exposure	9,662,507		
Inquiries Reported	9,283		
TV Ads Placed	1,631		
Radio Ads Placed	2,867		
Newspaper Ads Placed	1		
Magazine Ads Placed	3		
Billboards Leased	4		
Videos Distributed	0		
Brochures Distributed	36,000		
Tradeshows Attended	3		
FAM Tours Hosted	1		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	CMP funding allows Lebanon to produce our spectacular Visitor's Guide and advertise in publications distributed in 12 states.		
Research Method	Other		
Percentage Completed	89%		
Description	FY2003 is the second year for program participation by the City of Lebanon. With funding in both the leisure travel and the convention marketing categories, this Lake of the Ozark region DMO achieved better than a 91% completion average for a total of \$111,033 in qualified marketing expenses.		

Summary by Project

Contract Number:	3-04-930-11		
DMO:	City of Lexington		
Project Name:	Show Me Lexington		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$12,423.50		
State Dollars Reimbursed	\$12,413.53	% In State	28
Local Matching Dollars	\$12,413.54	% Out of State	72
Total Project Cost	\$24,827.07		
Total Circulation/Exposure	7,220,271		
Inquiries Reported	920		
TV Ads Placed	128		
Radio Ads Placed	0		
Newspaper Ads Placed	4		
Magazine Ads Placed	1		
Billboards Leased	2		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Merchants reported increased customers & sales. More community events were planned & executed. Increased inquiries & visitors from out of state and surrounding areas.		
Research Method	Conversion Study		
Percentage Completed	100%		
Description	The City of Lexington and the Lexington Tourism Bureau together have participated in the Cooperative Marketing Program for 5 years. This destination, located 35 miles east of Kansas City just off highway 70, has been reimbursed \$35,011 for qualified marketing expenses at a completion rate of 96%.		

Summary by Project

Contract Number:	3-10-005-11	
DMO:	City of Miner	
Project Name:	Group Travel/Leisure Travel Campaign 2003	
Project Objective:	Destination Awareness	
State Dollars Budgeted	\$5,697.50	
State Dollars Reimbursed	\$5,692.00	% In State 2
Local Matching Dollars	\$5,692.00	% Out of State 98
Total Project Cost	\$11,384.00	
Total Circulation/Exposure	4,026,425	
Inquiries Reported	1,338	
TV Ads Placed	0	
Radio Ads Placed	0	
Newspaper Ads Placed	0	
Magazine Ads Placed	13	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	5	
FAM Tours Hosted	0	
Websites Developed/Updated	0	
Other Marketing Activity	0	
Did Project Achieve Objectives	Significantly	
DMO Comments	With MDT funding we were able to increase the visibility of our area to twice the number of potential visitors, which in turn brings in twice the guests and visitors to our city, boosting our economy.	
Research Method	Conversion Study	
Percentage Completed	100%	
Description	The City of Miner, in conjunction with the City of Sikeston and the Sikeston-Miner CVB, has participated in the Cooperative Marketing Program for 5 years. These River Heritage have jointly received \$41,881 in co-op funding with a 96% completion rate.	

Summary by Project

Contract Number:	3-09-923-11		
DMO:	City of West Plains Tourism Development Advisory Council		
Project Name:	West Plains Tourist Attraction Marketing Plan (FY 2003)		
Project Objective:	Increase Length of Stay		
State Dollars Budgeted	\$17,980.00		
State Dollars Reimbursed	\$7,759.32	% In State	48
Local Matching Dollars	\$7,759.32	% Out of State	52
Total Project Cost	\$15,518.64		
Total Circulation/Exposure	3,287,450		
Inquiries Reported	1,756		
TV Ads Placed	65		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	5		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	1		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	TV advertising was somewhat effective. Survey information: Word of mouth-31%; Newspaper-30%; radio-25%; TV-9%; internet-2%; Other-3%. TV advertising in AR & TN had little impact. Will use this data for future planning.		
Research Method	Intercept Study		
Percentage Completed	97%		
Description	The City of West Plains has participated in the Cooperative Marketing Program in each of the last 6 years. Having achieved an 79% completion average, this DMO has been reimbursed \$68,576 for qualified marketing expenses. West Plains is located in the Ozark Heritage vacation region.		

Summary by Project

Contract Number:	3-05-039-11		
DMO:	Clinton Area Chamber of Commerce/CVB		
Project Name:	"Clinton: All This and More!" Tourism Marketing Project		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$32,190.00		
State Dollars Reimbursed	\$30,637.17	% In State	60
Local Matching Dollars	\$30,637.18	% Out of State	40
Total Project Cost	\$61,274.35		
Total Circulation/Exposure	7,613,568		
Inquiries Reported	316		
TV Ads Placed	168		
Radio Ads Placed	0		
Newspaper Ads Placed	8		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	We were able to produce quality advertising campaign that educated our target audience. However, we were disappointed with the number of responses the advertising generated based on the exposure.		
Research Method	Other		
Percentage Completed	95%		
Description	FY03 is the Clinton Area Chamber of Commerce's third year in the co-op program. In all, this Osage Lakes chamber has received \$34,136 in reimbursements for a 93% completion rate.		

Summary by Project

Contract Number:	3-08-926-11		
DMO:	Downtown Branson Main Street Association		
Project Name:	Experience Historic Downtown Branson		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$46,026.00		
State Dollars Reimbursed	\$32,944.35	% In State	66
Local Matching Dollars	\$32,944.36	% Out of State	34
Total Project Cost	\$65,888.71		
Total Circulation/Exposure	19,185,000		
Inquiries Reported	56,809		
TV Ads Placed	82		
Radio Ads Placed	1,188		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	6		
Videos Distributed	0		
Brochures Distributed	400,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	The overall impact was significant but the TV ads placed cost the most and did very little as a return on our investment. Intercept surveys for this project showed little impact from the TV ads we placed.		
Research Method	Intercept Study		
Percentage Completed	72%		
Description	This DMO, a Main Street organization, markets tourism for the downtown area of Branson and has participated in the Cooperative Marketing Program for 4 years. In total, Downtown Branson has been reimbursed \$134,047 for qualified marketing expenses which represents a 86% completion average. Downtown Branson Main Street Association is located in the Ozark Mountain region.		

Summary by Project

Contract Number:	3-03-914-11		
DMO:	Hannibal Convention & Visitors Bureau		
Project Name:	Mark Twain's Historic Hannibal		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$28,397.50		
State Dollars Reimbursed	\$25,643.73	% In State	25
Local Matching Dollars	\$28,397.50	% Out of State	75
Total Project Cost	\$54,041.23		
Total Circulation/Exposure	65,614,771		
Inquiries Reported	22,910		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	94		
Magazine Ads Placed	12		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	12		
Did Project Achieve Objectives	Significantly		
DMO Comments	A significant event was held in 2002. Motel revenues are steady compared w/2002, higher than 2001. Reader responses were higher this year and we have shown a considerable increase in website traffic. Call-in requests for visitors guides has increased.		
Research Method	Telephone Survey		
Percentage Completed	90%		
Description	The Hannibal CVB is one of the major destination marketing organizations of Mark Twain region. The CVB, a charter participant in the Cooperative Marketing Program, has 86% contract completion average and has received reimbursements totaling \$195,320 from the program.		

Summary by Project

Contract Number:	3-06-931-11		
DMO:	Hermann Area Chamber of Commerce - Tourism Group		
Project Name:	Reasons for All Seasons		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$5,731.30		
State Dollars Reimbursed	\$2,740.50	% In State	76
Local Matching Dollars	\$2,740.50	% Out of State	24
Total Project Cost	\$5,481.00		
Total Circulation/Exposure	4,035,370		
Inquiries Reported	4,305		
TV Ads Placed	0		
Radio Ads Placed	370		
Newspaper Ads Placed	4		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	35,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Significantly increased phone, email, and walk-in inquiries at the Hermann Information Center. Also have had only positive input from our local businesses.		
Research Method	Other		
Percentage Completed	48%		
Description	The Hermann Tourism Group is a charter Cooperative Marketing participant. With a 72% contraction completion average, this DMO has increased its tourism marketing budget by \$55,823. Hermann is located on the Missouri River in the Lake of the Ozarks region wine country.		

Summary by Project

Contract Number:	3-06-912-11		
DMO:	Historic Arrow Rock Council		
Project Name:	Media/Marketing Kits and Radio Advertising		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$5,000.00		
State Dollars Reimbursed	\$4,983.50	% In State	70
Local Matching Dollars	\$4,983.50	% Out of State	30
Total Project Cost	\$9,967.00		
Total Circulation/Exposure	1,275,331		
Inquiries Reported	1,204		
TV Ads Placed	0		
Radio Ads Placed	386		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	331		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Advertising had a positive effect. There were many first time visitors, especially from the Springfield area where the bulk of radio ads were placed. Two travel writers contacted us, one ran a small article in St. Louis.		
Research Method	Other		
Percentage Completed	100%		
Description	FY03 marks Historic Arrow Rock Council's fifth year with the Cooperative Marketing Program. With a total of \$20,799 in state funding, Arrow Rock, a diminutive DMO with enormous tourism appeal, has a 92% completion rate.		

Summary by Project

Contract Number:	3-08-024-11		
DMO:	Indian Point Chamber of Commerce, Inc.		
Project Name:	2003 Direct Response Ads & Map Brochures		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$15,000.00		
State Dollars Reimbursed	\$11,293.18	% In State	24
Local Matching Dollars	\$14,987.14	% Out of State	76
Total Project Cost	\$26,280.32		
Total Circulation/Exposure	3,978,309		
Inquiries Reported	16,217		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	3		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	8		
Did Project Achieve Objectives	Significantly		
DMO Comments	Sales tax data indicates a significant increase in revenue from overnight visitors.		
Research Method	Other		
Percentage Completed	75%		
Description	The Indian Point Chamber markets an area of Table Rock Lake/Branson. A program participant for the past 6 years, this DMO uses the cooperative funding for TV advertising as well as other marketing activities. This chamber has increased its marketing budget by \$124,305 for a 74% completion average.		

Summary by Project

Contract Number:	3-06-928-11		
DMO:	Jefferson City Convention & Visitors Bureau		
Project Name:	Print Advertising Project/Leisure Marketing		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$36,896.78		
State Dollars Reimbursed	\$30,500.03	% In State	70
Local Matching Dollars	\$30,500.03	% Out of State	30
Total Project Cost	\$61,000.06		
Total Circulation/Exposure	24,112,424		
Inquiries Reported	2,929		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	52		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	This project exposed us to the largest amount of impressions that the destination has ever had. We hoped for more inquiries from newspaper ads, but are adjusting the FY04 media schedule based on discussions with MMG.		
Research Method	Conversion Study		
Percentage Completed	83%		
Description	The Jefferson City CVB has been funded in the program for 8 of the 9 program years. With the completion of its FY03 contract, the DMO has received a total of \$98,803 in co-op dollars. The JC CVB utilizes these state funds for producing visitor guides, facilities guides, as well as print ads to name just a few. The DMOs overall contract completion averages 78%.		

Summary by Project

Contract Number:	3-08-909-11		
DMO:	Joplin Convention & Visitors Bureau		
Project Name:	Advertising and Historical Brochure		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$35,484.00		
State Dollars Reimbursed	\$28,752.63	% In State	20
Local Matching Dollars	\$28,752.64	% Out of State	80
Total Project Cost	\$57,505.27		
Total Circulation/Exposure	410,000		
Inquiries Reported	12,092		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	20		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	10,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	The choices for placement were not researched enough to compile cost per lead data. Better choices could have significantly improved had CPL info been available.		
Research Method	Other		
Percentage Completed	81%		
Description	Located in the southwest edge of Missouri, the Joplin CVB is part of the Ozark Mountain vacation region. This DMO has participated in 8 of the 9 program years and has received \$144,325 in state funding used for an array of qualified marketing activities. This DMO has a 69% completion rate.		

Summary by Project

Contract Number:	3-06-920-11		
DMO:	Lake of the Ozarks Golf Council, Inc.		
Project Name:	Advertising		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$39,892.50		
State Dollars Reimbursed	\$36,495.57	% In State	42
Local Matching Dollars	\$36,495.59	% Out of State	58
Total Project Cost	\$72,991.16		
Total Circulation/Exposure	5,046,000		
Inquiries Reported	6,080		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	17		
Magazine Ads Placed	17		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	78,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	CMP funding allows us to accomplish our marketing goals. Spring Preprint newspaper ad, golf magazine ads, and the Golf Directory are the most cost effective and efficient methods of reaching potential golfers.		
Research Method	Telephone Survey		
Percentage Completed	91%		
Description	The Lake of the Ozarks Golf Council has received a total of \$283,769 from the program for cooperative marketing activities. This organization, with an 90% completion record, has, over the years, utilized the funding for many types of tourism marketing activities including media advertising and promotional materials.		

Summary by Project

Contract Number:	3-06-921-11		
DMO:	Lake of the Ozarks Golf Council, Inc.		
Project Name:	Promotions		
Project Objective:	Increase Revenues		
State Dollars Budgeted	\$12,725.00		
State Dollars Reimbursed	\$11,927.70	% In State	26
Local Matching Dollars	\$11,927.71	% Out of State	74
Total Project Cost	\$23,855.41		
Total Circulation/Exposure	184,678		
Inquiries Reported	24,000		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	12,000		
Tradeshows Attended	8		
FAM Tours Hosted	1		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	CPM funds allow us to accomplish our marketing objectives. Golf shows reach out-of-state golfers and the fam tour builds awareness and image both instate and out of state that results in increased visitors and revenue.		
Research Method	Other		
Percentage Completed	94%		
Description	The Lake of the Ozarks Golf Council has received a total of \$283,769 from the program for cooperative marketing activities. This organization, with an 90% completion record, has, over the years, utilized the funding for many types of tourism marketing activities including media advertising and promotional materials.		

Summary by Project

Contract Number:	3-04-013-11		
DMO:	Lee's Summit Chamber of Commerce		
Project Name:	Tourism in Lee's Summit		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$6,529.50		
State Dollars Reimbursed	\$6,529.50	% In State	27
Local Matching Dollars	\$6,529.50	% Out of State	73
Total Project Cost	\$13,059.00		
Total Circulation/Exposure	1,377,500		
Inquiries Reported	431		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	3		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	32,500		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	1,000		
Did Project Achieve Objectives	Little		
DMO Comments	A mail survey was developed and results were compiled. Sales increased for only 6 of 20 businesses. Only 10 of 20 businesses track where visitors are coming from. Visitors have learned about us mostly through "word of mouth".		
Research Method	Other		
Percentage Completed	100%		
Description	FY03 is the third year the Lee's Summit Chamber has participated in the Cooperative Marketing Program for an average completion percentage of 92%. The chamber has received a total of \$17,820 in reimbursements for qualified tourism marketing. Lee's Summit is located in Jackson Co., just east of Kansas City.		

Summary by Project

Contract Number:	3-03-916-11		
DMO:	Main Street Clarksville/HCI		
Project Name:	Marketing Clarksville Through the Web and the Newspaper		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$9,487.00		
State Dollars Reimbursed	\$7,443.43	% In State	95
Local Matching Dollars	\$8,456.00	% Out of State	5
Total Project Cost	\$15,899.43		
Total Circulation/Exposure	1,928,266		
Inquiries Reported	2,084		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	12		
Magazine Ads Placed	1		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	1		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	The marketing cycle was completed. Website was placed online in June, 2003-still needs work. The increase in visitors was monitored more carefully than any time previously.		
Research Method	Intercept Study		
Percentage Completed	78%		
Description	Clarksville is located on the Missouri Scenic Byway Highway 79, Pike County, Mark Twain region. This town with a population of 490 has made use of cooperative dollars from the program each year since the program's inception. With a 91% completion average, Clarksville has received a total of \$48,051 over the years.		

Summary by Project

Contract Number:	3-03-910-11		
DMO:	Mark Twain Home Foundation		
Project Name:	Mark Twain Boyhood Home and Museum Marketing Program		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$9,140.00		
State Dollars Reimbursed	\$9,140.00	% In State	35
Local Matching Dollars	\$9,140.00	% Out of State	65
Total Project Cost	\$18,280.00		
Total Circulation/Exposure	12,199,112		
Inquiries Reported	14,105		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	30		
Magazine Ads Placed	7		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	30,000		
Tradeshows Attended	1		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Visitation was up from 2001 but down from 2002 (an exceptional year). Overnight visitors increased only slightly from 2002. Our out-of-state visitors have increased slightly, but our largest percentage still comes from MO.		
Research Method	Intercept Study		
Percentage Completed	100%		
Description	This organization, located in Hannibal, has participated in the Cooperative Marketing Program for 7 of the program's 9 years. The foundation has received a total of \$67,287 in funding with an 91% completion record.		

Summary by Project

Contract Number:	3-04-915-11		
DMO:	Platte County - KCI Area Convention & Visitors Bureau		
Project Name:	Tourism Marketing		
Project Objective:	Increase Revenues		
State Dollars Budgeted	\$50,000.00		
State Dollars Reimbursed	\$44,100.12	% In State	14
Local Matching Dollars	\$44,100.12	% Out of State	86
Total Project Cost	\$88,200.24		
Total Circulation/Exposure	29,464,611		
Inquiries Reported	8,835		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	4		
Magazine Ads Placed	23		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	1,000		
Tradeshows Attended	2		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	As a result of economic downturn, tourism-industry sales tax revenue decreased 3.46%. Conversion rate increased from 27% to 44.63% (above objective). Increased conversion study rate from 6.41% in FY02 to 9.72% in FY03.		
Research Method	Conversion Study		
Percentage Completed	88%		
Description	This DMO is regular participant in the Cooperative Marketing Program. Marketing the Platte County/KCI area, the CVB has utilized \$177,763 in cooperative funding for a 75% completion average.		

Summary by Project

Contract Number:	3-05-938-11		
DMO:	Pomme de Terre Lake Area Chamber of Commerce		
Project Name:	New Friend Search Project		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$7,952.25		
State Dollars Reimbursed	\$2,574.68	% In State	69
Local Matching Dollars	\$3,773.28	% Out of State	31
Total Project Cost	\$6,347.96		
Total Circulation/Exposure	10,868		
Inquiries Reported	10,868		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	4		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	941		
Did Project Achieve Objectives	Significantly		
DMO Comments	Change in leadership and lack of knowledge of submitted plan on the part of the DMO resulted in marketing activities going uncompleted. We still attended four tradeshows.		
Research Method	Other		
Percentage Completed	32%		
Description	The Pomme de Terre Lake Area Chamber has participated in 6 of the 9 program years. Employing various marketing projects, this DMO has been reimbursed a total of \$25,590 with a 46% completion rate.		

Summary by Project

Contract Number:	3-06-025-11		
DMO:	Pulaski County Visitors Bureau		
Project Name:	Pulaski County Brochure/Directory		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$7,925.50		
State Dollars Reimbursed	\$7,925.50	% In State	60
Local Matching Dollars	\$7,925.50	% Out of State	40
Total Project Cost	\$15,851.00		
Total Circulation/Exposure	50,000		
Inquiries Reported	8,161		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	50,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Appropriate plan to showcase area, but doesn't stand alone to create more visits.		
Research Method	None		
Percentage Completed	100%		
Description	FY03 was the first year of participation for the Pulaski County Visitors Bureau. This DMO utilized 100% of the \$5,728.50 allocated.		

Summary by Project

Contract Number:	3-05-911-11		
DMO:	Sedalia Area Chamber of Commerce/CVB		
Project Name:	2003 Leisure Travel Marketing Heritage/Culture		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$23,750.00		
State Dollars Reimbursed	\$21,561.40	% In State	68
Local Matching Dollars	\$21,561.40	% Out of State	32
Total Project Cost	\$43,122.80		
Total Circulation/Exposure	10,211,479		
Inquiries Reported	6,215		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	21		
Magazine Ads Placed	14		
Billboards Leased	2		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	1		
Did Project Achieve Objectives	Somewhat		
DMO Comments	The ads placed in new media would have reached a new audience & therefore increased awareness. Our inquiries are down as was occupancy. However, attendance at attractions was up.		
Research Method	Intercept Study		
Percentage Completed	91%		
Description	Sedalia is located in the Osage Lakes Region approximately 60 miles west of Jefferson City. The CVB, as the destination marketing organization for the city, has participated in the Cooperative Marketing Program each year since its inception. The CVB has received a total of \$133,100 for an 84% completion average since FY1995.		

Summary by Project

Contract Number:	3-10-935-11		
DMO:	Southeast Missouri Council of Governments, Inc.		
Project Name:	Civil War and Trail of Tears Brochure Reprints		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$9,517.50		
State Dollars Reimbursed	\$9,267.73	% In State	98
Local Matching Dollars	\$9,517.50	% Out of State	2
Total Project Cost	\$18,785.23		
Total Circulation/Exposure	68,679		
Inquiries Reported	250		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	68,679		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	In the 15 months since the brochures were reprinted, 35,137 copies of the Civil War brochure and 33,542 copies of the Trail of Tears brochure have been requested & distributed.		
Research Method	Conversion Study		
Percentage Completed	97%		
Description	The Southeast Missouri Council of Governments has participated in 6 program years. This DMO has marketed the SE Missouri area with promotional tourism brochures. The Cooperative Marketing Program has provided a total of \$94,166 over the years. This organization has utilized nearly 100% of the funds allocated to them.		

Summary by Project

Contract Number:	3-08-017-11		
DMO:	Table Rock Lake/Kimberling City Area Chamber of Commerce		
Project Name:	Table Rock Lake 2003		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$50,000.00		
State Dollars Reimbursed	\$49,930.62	% In State	43
Local Matching Dollars	\$49,930.62	% Out of State	57
Total Project Cost	\$99,861.24		
Total Circulation/Exposure	6,699,640		
Inquiries Reported	22,000		
TV Ads Placed	107		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	5		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	2002 Port of Lights attendance was up by 1.8%; 2003 website visits grew by 123%; magazine ads generated 21% more inquiries; county sales tax grew by 4.87%.		
Research Method	Mail Survey		
Percentage Completed	100%		
Description	Table Rock Lake Chamber has participated in each of the Cooperative Marketing Program years. With the primary focus on the Table Rock Lake area, the organization has utilized state funding for various marketing activities. This DMO has received a total of \$375,044 - a 93% completion average.		

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Marketing Activities, Inquiries, and Cost Per Inquiry - Statewide Marketing Category

Bed & Breakfast Inns of Missouri

Contract #	3-00-903-22	Research Method	Conversion Study			
Inquiries Generated	21,731			<u>Marketing Activities</u>		
State Funds Budgeted	\$10,000.00		TV Ads	0	Videos/CDs	0
State Funds Used	\$5,524.86		Radio Ads	0	Brochures	65,000
Local Funds Used	\$14,111.26		Newspaper Ads	0	Tradeshows	1
Total Project Costs	\$19,636.12		Magazine Ads	17	FAM Tours	0
State Cost Per Inquiry	\$0.25		Billboards	0	Websites	0

Missouri Travel Council

Contract #	3-00-940-22	Research Method	Mail Survey			
Inquiries Generated	0			<u>Marketing Activities</u>		
State Funds Budgeted	\$9,900.00		TV Ads	0	Videos/CDs	0
State Funds Used	\$5,893.71		Radio Ads	0	Brochures	0
Local Funds Used	\$5,893.72		Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$11,787.43		Magazine Ads	0	FAM Tours	1
State Cost Per Inquiry	No Inquiries Reported		Billboards	0	Websites	0

Summary by Project

Contract Number:	3-00-903-22		
DMO:	Bed & Breakfast Inns of Missouri		
Project Name:	BBIM Marketing		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$10,000.00		
State Dollars Reimbursed	\$5,524.86	% In State	47
Local Matching Dollars	\$14,111.26	% Out of State	53
Total Project Cost	\$19,636.12		
Total Circulation/Exposure	2,510,000		
Inquiries Reported	21,731		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	17		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	65,000		
Tradeshows Attended	1		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	BBIM membership has increased by 18% and room nights are up statewide by 6%.		
Research Method	Conversion Study		
Percentage Completed	55%		
Description	BBIM, the statewide association of bed and breakfast inns for Missouri, has averaged a 76% completion record and has received a total of \$64,389 in reimbursements for qualified marketing expense.		

Summary by Project

Contract Number:	3-00-940-22		
DMO:	Missouri Travel Council		
Project Name:	Missouri Showcase 2002 (FY 2003)		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$9,900.00		
State Dollars Reimbursed	\$5,893.71	% In State	14
Local Matching Dollars	\$5,893.72	% Out of State	86
Total Project Cost	\$11,787.43		
Total Circulation/Exposure	35		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	1		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	A summary of statistics indicates objectives significantly accomplished: 37 tours resulted from FAM w/average of 53.35 people in each tour. FAM generated \$114.93 ROI for every \$1.00 invested by Coop funding in FY2003		
Research Method	Mail Survey		
Percentage Completed	60%		
Description	MTC participated in the program for the first time in FY02. Marketing the Missouri Showcase Fam Tour, the organization has now collected \$12,164 in Cooperative Marketing funding.		

Marketing Activities, Inquiries, and Cost Per Inquiries – Convention Marketing Category

Branson/Lakes Area Chamber of Commerce/CVB

Contract #	3-08-041-33	Research Method	None
Inquiries Generated	125		
State Funds Budgeted	\$12,177.63		
State Funds Used	\$4,533.00		
Local Funds Used	\$4,533.00		
Total Project Costs	\$9,066.00		
State Cost Per Inquiry	\$36.26		

<u>Marketing Activities</u>			
TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	0
Newspaper Ads	0	Tradeshows	0
Magazine Ads	8	FAM Tours	0
Billboards	0	Websites	0

City of Lebanon

Contract #	3-06-018-33	Research Method	Mail Survey
Inquiries Generated	210		
State Funds Budgeted	\$16,965.00		
State Funds Used	\$11,908.53		
Local Funds Used	\$11,908.53		
Total Project Costs	\$23,817.06		
State Cost Per Inquiry	\$56.71		

<u>Marketing Activities</u>			
TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	0
Newspaper Ads	0	Tradeshows	1
Magazine Ads	3	FAM Tours	1
Billboards	0	Websites	0

City of Sikeston

Contract #	3-10-036-33	Research Method	Conversion Study
Inquiries Generated	3,512		
State Funds Budgeted	\$8,442.37		
State Funds Used	\$7,823.54		
Local Funds Used	\$7,823.55		
Total Project Costs	\$15,647.09		
State Cost Per Inquiry	\$2.23		

<u>Marketing Activities</u>			
TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	1,756
Newspaper Ads	0	Tradeshows	2
Magazine Ads	6	FAM Tours	0
Billboards	0	Websites	0

Convention & Visitors Bureau of Greater Kansas City

Contract #	3-04-032-33	Research Method	Other
Inquiries Generated	0		
State Funds Budgeted	\$60,000.00		
State Funds Used	\$8,958.82		
Local Funds Used	\$115,034.04		
Total Project Costs	\$123,992.86		
State Cost Per Inquiry	No Inquiries Reported		

<u>Marketing Activities</u>			
TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	0
Newspaper Ads	0	Tradeshows	0
Magazine Ads	18	FAM Tours	0
Billboards	0	Websites	0

Greater St Charles Convention & Visitors Bureau

Contract #	3-07-034-33	Research Method	Other
Inquiries Generated	627		
State Funds Budgeted	\$60,000.00		
State Funds Used	\$46,846.57		
Local Funds Used	\$46,846.57		
Total Project Costs	\$93,693.14		
State Cost Per Inquiry	\$74.71		

<u>Marketing Activities</u>			
TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	0
Newspaper Ads	0	Tradeshows	16
Magazine Ads	0	FAM Tours	2
Billboards	0	Websites	0

Marketing Activities, Inquiries, and Cost Per Inquiries-Convention Marketing Category Continued

Springfield Convention & Visitors Bureau, Inc.

Contract #	3-08-007-33	Research Method	Other				
Inquiries Generated		742		Marketing Activities			
State Funds Budgeted	\$51,646.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$48,956.63			Radio Ads	0	Brochures	0
Local Funds Used	\$48,956.65			Newspaper Ads	0	Tradeshows	9
Total Project Costs	\$97,913.28			Magazine Ads	18	FAM Tours	1
State Cost Per Inquiry	\$65.98			Billboards	0	Websites	3

St. Joseph Convention & Visitors Bureau

Contract #	3-01-004-33	Research Method	Other				
Inquiries Generated		3,930		Marketing Activities			
State Funds Budgeted	\$15,315.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$10,767.96			Radio Ads	0	Brochures	0
Local Funds Used	\$10,767.96			Newspaper Ads	0	Tradeshows	7
Total Project Costs	\$21,535.92			Magazine Ads	8	FAM Tours	0
State Cost Per Inquiry	\$2.74			Billboards	0	Websites	1

St. Louis Convention & Visitors Commission

Contract #	3-07-033-33	Research Method	Other				
Inquiries Generated		225		Marketing Activities			
State Funds Budgeted	\$60,000.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$60,000.00			Radio Ads	0	Brochures	0
Local Funds Used	\$62,133.25			Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$122,133.25			Magazine Ads	33	FAM Tours	0
State Cost Per Inquiry	\$266.67			Billboards	0	Websites	0

Summary by Project

Contract Number:	3-08-041-33		
DMO:	Branson/Lakes Area Chamber of Commerce/CVB		
Project Name:	FY2003 Meeting and Convention Ad Campaign		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$12,177.63		
State Dollars Reimbursed	\$4,533.00	% In State	10
Local Matching Dollars	\$4,533.00	% Out of State	90
Total Project Cost	\$9,066.00		
Total Circulation/Exposure	152,000		
Inquiries Reported	125		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	8		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Branson is still not highly recognized as a first-tier meeting/convention destination. This program is needed in order to continue to maintain the Branson brand in the minds of key meeting planners & decision makers.		
Research Method	None		
Percentage Completed	37%		
Description	This DMO is the primary marketing agency for the city of Branson. Having participated in seven program years, the CVB has received a total of \$1,471,353 - a 94% completion record. The Branson CVB utilizes co-op funding primarily for TV advertising.		

Summary by Project

Contract Number:	3-06-018-33	
DMO:	City of Lebanon	
Project Name:	Convention Marketing	
Project Objective:	Increase Revenues	
State Dollars Budgeted	\$16,965.00	
State Dollars Reimbursed	\$11,908.53	% In State 88
Local Matching Dollars	\$11,908.53	% Out of State 12
Total Project Cost	\$23,817.06	
Total Circulation/Exposure	42,655	
Inquiries Reported	210	
TV Ads Placed	0	
Radio Ads Placed	0	
Newspaper Ads Placed	0	
Magazine Ads Placed	3	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	1	
FAM Tours Hosted	1	
Websites Developed/Updated	0	
Other Marketing Activity	1	
Did Project Achieve Objectives	Significantly	
DMO Comments	CPM funding significantly helps Lebanon market its community & meeting space, create top-of-mind awareness, build strong relationships, establish key contacts, and helps produce steady communications.	
Research Method	Mail Survey	
Percentage Completed	70%	
Description	FY2003 is the second year for program participation by the City of Lebanon. With funding in both the leisure travel and the convention marketing categories, this Lake of the Ozark region DMO achieved better than a 91% completion average for a total of \$111,033 in qualified marketing expenses.	

Summary by Project

Contract Number:	3-10-036-33		
DMO:	City of Sikeston		
Project Name:	Meetings and Conventions Campaign 2003		
Project Objective:	Increase Convention Business		
State Dollars Budgeted	\$8,442.37		
State Dollars Reimbursed	\$7,823.54	% In State	42
Local Matching Dollars	\$7,823.55	% Out of State	58
Total Project Cost	\$15,647.09		
Total Circulation/Exposure	63,210		
Inquiries Reported	3,512		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	6		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	1,756		
Tradeshows Attended	2		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	We wanted to market our new community bldg. With MDT funding, we were able to double our marketing campaign. The building is booked up into next year.		
Research Method	Conversion Study		
Percentage Completed	93%		
Description	The City of Miner, in conjunction with the City of Sikeston and the Sikeston-Miner CVB, has participated in the Cooperative Marketing Program for 5 years. These River Heritage have jointly received \$41,881 in co-op funding with a 96% completion rate.		

Summary by Project

Contract Number:	3-04-032-33		
DMO:	Convention & Visitors Bureau of Greater Kansas City		
Project Name:	Convention Marketing Print Media		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$60,000.00		
State Dollars Reimbursed	\$8,958.82	% In State	5
Local Matching Dollars	\$115,034.04	% Out of State	95
Total Project Cost	\$123,992.86		
Total Circulation/Exposure	5,400,000		
Inquiries Reported	627		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	18		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Ad is strictly an awareness generation ad, ad was not meant to generate inquiries.		
Research Method	Other		
Percentage Completed	15%		
Description	The CVB of Greater Kansas City is the primary DMO for the Kansas City area. As a co-op program charter participant this DMO has utilized the funding primarily for media advertising. With a 79% completion record, average the CVB of Greater Kansas City has increased its tourism marketing budget by \$1,305,082 through this cooperative effort with the state of Missouri.		

Summary by Project

Contract Number:	3-07-034-33		
DMO:	Greater St Charles Convention & Visitors Bureau		
Project Name:	Convention/Sports Marketing-St. Charles		
Project Objective:	Increase Convention Business		
State Dollars Budgeted	\$60,000.00		
State Dollars Reimbursed	\$46,846.57	% In State	5
Local Matching Dollars	\$46,846.57	% Out of State	95
Total Project Cost	\$93,693.14		
Total Circulation/Exposure	627		
Inquiries Reported	234		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	16		
FAM Tours Hosted	2		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Inquiries and bookings have increased		
Research Method	Other		
Percentage Completed	78%		
Description	Utilizing Cooperative Marketing funding, this DMO has reaped \$855,333 in benefit over the past 9 years. The Greater St. Charles CVB has achieved an 80% completion record using the funding for a mixture of media advertising as well as other approved marketing activities.		

Summary by Project

Contract Number:	3-08-008-33		
DMO:	Joplin Convention & Visitors Bureau		
Project Name:	Convention/Sports Marketing		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$15,454.00		
State Dollars Reimbursed	\$8,554.20	% In State	67
Local Matching Dollars	\$8,554.20	% Out of State	33
Total Project Cost	\$17,108.40		
Total Circulation/Exposure	340,000		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	3		
Magazine Ads Placed	5		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	4		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Tradeshows attended were successful, ads should have been researched for more applicable placement and targets.		
Research Method	None		
Percentage Completed	55%		
Description	Located in the southwest edge of Missouri, the Joplin CVB is part of the Ozark Mountain vacation region. This DMO has participated in 8 of the 9 program years and has received \$144,325 in state funding used for an array of qualified marketing activities. This DMO has a 69% completion rate.		

Summary by Project

Contract Number:	3-08-007-33	
DMO:	Springfield Convention & Visitors Bureau, Inc.	
Project Name:	Convention Niche Marketing Project	
Project Objective:	Increase Convention Business	
State Dollars Budgeted	\$51,646.00	
State Dollars Reimbursed	\$48,956.63	% In State 6
Local Matching Dollars	\$48,956.65	% Out of State 94
Total Project Cost	\$97,913.28	
Total Circulation/Exposure	2,147,644	
Inquiries Reported	742	
TV Ads Placed	0	
Radio Ads Placed	0	
Newspaper Ads Placed	0	
Magazine Ads Placed	18	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	9	
FAM Tours Hosted	1	
Websites Developed/Updated	3	
Other Marketing Activity	1	
Did Project Achieve Objectives	Significantly	
DMO Comments	17,570 room nights have been booked year to date. There are still accounts that have been generated that we are still working to generate booked business.	
Research Method	Other	
Percentage Completed	95%	
Description	The Springfield CVB is the primary marketing agency for the City of Springfield. Having participated in each program year, the CVB has completed 22 projects through the co-op program for a total of \$1,931,299. Utilizing primarily media advertising, this DMO has achieved a 97% completion average.	

Summary by Project

Contract Number:	3-01-004-33		
DMO:	St. Joseph Convention & Visitors Bureau		
Project Name:	Convention Marketing FY2003		
Project Objective:	Increase Revenues		
State Dollars Budgeted	\$15,315.00		
State Dollars Reimbursed	\$10,767.96	% In State	30
Local Matching Dollars	\$10,767.96	% Out of State	70
Total Project Cost	\$21,535.92		
Total Circulation/Exposure	208,110		
Inquiries Reported	3,930		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	8		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	7		
FAM Tours Hosted	0		
Websites Developed/Updated	1		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	The number of bookings for meetings and conventions in FY03 was up 32% over FY02. The number of actual meetings & conventions held in FY03 was up 39% over FY02.		
Research Method	Other		
Percentage Completed	70%		
Description	The St. Joseph CVB has completed 29 Cooperative Marketing Program projects. Having participated in each program year, this DMO has received \$601,979 in reimbursements for qualified marketing activities. St. Joseph CVB is located in the Pony Express region and has earned an 83% completion average.		

Summary by Project

Contract Number:	3-07-033-33	
DMO:	St. Louis Convention & Visitors Commission	
Project Name:	Conventions and Meetings Trade Advertising Campaign	
Project Objective:	Increase Convention Business	
State Dollars Budgeted	\$60,000.00	
State Dollars Reimbursed	\$60,000.00	% In State 3
Local Matching Dollars	\$62,133.25	% Out of State 97
Total Project Cost	\$122,133.25	
Total Circulation/Exposure	474,088	
Inquiries Reported	225	
TV Ads Placed	0	
Radio Ads Placed	0	
Newspaper Ads Placed	0	
Magazine Ads Placed	33	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	0	
FAM Tours Hosted	0	
Websites Developed/Updated	0	
Other Marketing Activity	0	
Did Project Achieve Objectives	Somewhat	
DMO Comments	Gradual improvement in this industry, St. Louis growth slightly below Nat'l norms. The opening of new convention headquarters hotel & expanded hotel pkg. combined w/down-town revitalization project is increasing room nights & interest.	
Research Method	Other	
Percentage Completed	100%	
Description	The St. Louis CVC is a charter Cooperative Marketing participant. Funding print and TV media for the most part, this DMO has completed 27 advertising projects for a total of \$1,963,614, or 92% The St. Louis CVC targets both the leisure travel and the convention markets through this program.	

Figure 10 - Media, Inquiries, Research, and CPI - Destination Advertising Category



Summary by Project

Contract Number:	3-08-056-44		
DMO:	Branson/Lakes Area Chamber of Commerce/CVB		
Project Name:	FY2003 Spring TV Ad Campaign		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$400,000.00		
State Dollars Reimbursed	\$390,938.90	% In State	15
Local Matching Dollars	\$390,958.90	% Out of State	85
Total Project Cost	\$781,897.80		
Total Circulation/Exposure	400,790,625		
Inquiries Reported	9,810		
TV Ads Placed	2,797		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Branson saw growth in 2003. Co-op funding provided by the state allowed Branson to maintain a consistent message. Numbers grew as the campaign unfolded in late spring and summer.		
Research Method	Conversion Study		
Percentage Completed	98%		
Description	This DMO is the primary marketing agency for the city of Branson. Having participated in seven program years, the CVB has received a total of \$1,471,353 - a 94% completion record. The Branson CVB utilizes co-op funding primarily for TV advertising.		

Summary by Project

Contract Number:	3-04-058-44		
DMO:	City of Independence - Tourism Department		
Project Name:	Heritage Sites Marketing		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$60,130.00		
State Dollars Reimbursed	\$60,130.00	% In State	10
Local Matching Dollars	\$60,130.00	% Out of State	90
Total Project Cost	\$120,260.00		
Total Circulation/Exposure	17,552,467		
Inquiries Reported	20,824		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	47		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Our number of visitors has decreased in FY03. This can be attributed to the economy & 2 major events that were not repeated this year. The inquiries, however, have increased significantly.		
Research Method	Mail Survey		
Percentage Completed	100%		
Description	The Independence Tourism Department, a part of the Kansas City vacation region, has been a regular Cooperative Marketing participant. Having achieved an 88% completion record, this DMO has received a total of \$260,663 in qualified expense reimbursement.		

Summary by Project

Contract Number:	3-04-062-44		
DMO:	Convention & Visitors Bureau of Greater Kansas City		
Project Name:	2003 Summer Television		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$150,000.00		
State Dollars Reimbursed	\$136,964.90	% In State	10
Local Matching Dollars	\$136,964.90	% Out of State	90
Total Project Cost	\$273,929.80		
Total Circulation/Exposure	22,200,000		
Inquiries Reported	1,739		
TV Ads Placed	990		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Extensive amount of advertising for brand awareness campaign.		
Research Method	Other		
Percentage Completed	91%		
Description	The CVB of Greater Kansas City is the primary DMO for the Kansas City area. As a co-op program charter participant this DMO has utilized the funding primarily for media advertising. With a 79% completion record, average the CVB of Greater Kansas City has increased its tourism marketing budget by \$1,305,082 through this cooperative effort with the state of Missouri.		

Summary by Project

Contract Number:	3-04-064-44	
DMO:	Convention & Visitors Bureau of Greater Kansas City	
Project Name:	2003 St. Louis Summer TV	
Project Objective:	Destination Awareness	
State Dollars Budgeted	\$77,500.00	
State Dollars Reimbursed	\$77,500.00	% In State 60
Local Matching Dollars	\$77,671.75	% Out of State 40
Total Project Cost	\$155,171.75	
Total Circulation/Exposure	13,400,000	
Inquiries Reported	407	
TV Ads Placed	505	
Radio Ads Placed	0	
Newspaper Ads Placed	0	
Magazine Ads Placed	0	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	0	
FAM Tours Hosted	0	
Websites Developed/Updated	0	
Other Marketing Activity	0	
Did Project Achieve Objectives	Significantly	
DMO Comments	Extensive amount of advertising for brand awareness campaign.	
Research Method	Other	
Percentage Completed	100%	
Description	The CVB of Greater Kansas City is the primary DMO for the Kansas City area. As a co-op program charter participant this DMO has utilized the funding primarily for media advertising. With a 79% completion record, average the CVB of Greater Kansas City has increased its tourism marketing budget by \$1,305,082 through this cooperative effort with the state of Missouri.	

Summary by Project

Contract Number:	3-07-060-44	
DMO:	Greater St Charles Convention & Visitors Bureau	
Project Name:	Leisure Visitor Marketing	
Project Objective:	Increase No. of Visitors	
State Dollars Budgeted	\$70,000.00	
State Dollars Reimbursed	\$65,435.00	% In State 32
Local Matching Dollars	\$65,435.00	% Out of State 68
Total Project Cost	\$130,870.00	
Total Circulation/Exposure	14,835,011	
Inquiries Reported	14,931	
TV Ads Placed	0	
Radio Ads Placed	318	
Newspaper Ads Placed	0	
Magazine Ads Placed	16	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	0	
FAM Tours Hosted	0	
Websites Developed/Updated	0	
Other Marketing Activity	0	
Did Project Achieve Objectives	Significantly	
DMO Comments	Telephone inquiries are significantly higher. Out of 100 people in a random street survey, 20% were aware of radio ads and 12% came because of these ads.	
Research Method	Other	
Percentage Completed	93%	
Description	Utilizing Cooperative Marketing funding, this DMO has reaped \$855,333 in benefit over the past 9 years. The Greater St. Charles CVB has achieved an 80% completion record using the funding for a mixture of media advertising as well as other approved marketing activities.	

Summary by Project

Contract Number:	3-06-063-44		
DMO:	Lake of the Ozarks Convention & Visitors Bureau		
Project Name:	Extend the Season Adv. Campaign		
Project Objective:	Extend Season		
State Dollars Budgeted	\$352,199.24		
State Dollars Reimbursed	\$335,963.05	% In State	32
Local Matching Dollars	\$335,963.05	% Out of State	68
Total Project Cost	\$671,926.10		
Total Circulation/Exposure	142,671,355		
Inquiries Reported	52,205		
TV Ads Placed	356		
Radio Ads Placed	693		
Newspaper Ads Placed	127		
Magazine Ads Placed	127		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	The lodging community was up 1.5% in fiscal 03 compared to fiscal 02, a very difficult travel year for our competing destinations. Fiscal 04 is off to a record start, as we're ahead year-to-date through August 03 by almost 5.0%.		
Research Method	Other		
Percentage Completed	95%		
Description	The Lake of the Ozarks CVB serves as the primary DMO for the Lake of the Ozarks area. Involved with the co-op each year, the CVB promotes the area as both a leisure travel and convention destination. Funded primarily for media advertising, this DMO has completed 28 Cooperative Marketing projects utilizing \$1,491,277 of allocated funding. The CVB's completion average is 92%.		

Summary by Project

Contract Number:	3-08-057-44		
DMO:	Springfield Convention & Visitors Bureau, Inc.		
Project Name:	Springfield Print & TV Campaign		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$400,000.00		
State Dollars Reimbursed	\$398,605.61	% In State	11
Local Matching Dollars	\$398,605.62	% Out of State	89
Total Project Cost	\$797,211.23		
Total Circulation/Exposure	132,787,887		
Inquiries Reported	52,448		
TV Ads Placed	1,420		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	50		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Total of 52,448 inquiries were generated as a result of this campaign. 3,215 times an individual went to one of our three coop URLs. Conversion rates for the 2002 calendar year were up 4.4% over the previous calendar year to 44.8%.		
Research Method	Conversion Study		
Percentage Completed	100%		
Description	The Springfield CVB is the primary marketing agency for the City of Springfield. Having participated in each program year, the CVB has completed 22 projects through the co-op program for a total of \$1,931,299. Utilizing primarily media advertising, this DMO has achieved a 97% completion average.		

Summary by Project

Contract Number:	3-01-059-44	
DMO:	St. Joseph Convention & Visitors Bureau	
Project Name:	Leisure Media Campaign	
Project Objective:	Increase No. of Visitors	
State Dollars Budgeted	\$77,829.89	
State Dollars Reimbursed	\$61,973.35	% In State 30
Local Matching Dollars	\$61,973.36	% Out of State 70
Total Project Cost	\$123,946.71	
Total Circulation/Exposure	85,882,705	
Inquiries Reported	79,358	
TV Ads Placed	0	
Radio Ads Placed	37	
Newspaper Ads Placed	35	
Magazine Ads Placed	35	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	0	
FAM Tours Hosted	0	
Websites Developed/Updated	0	
Other Marketing Activity	0	
Did Project Achieve Objectives	Significantly	
DMO Comments	Our visitor inquiries increased by 24%.	
Research Method	Conversion Study	
Percentage Completed	80%	
Description	The St. Joseph CVB has completed 29 Cooperative Marketing Program projects. Having participated in each program year, this DMO has received \$601,979 in reimbursements for qualified marketing activities. St. Joseph CVB is located in the Pony Express region and has earned an 83% completion average.	

Summary by Project

Contract Number:	3-07-061-44		
DMO:	St. Louis Convention & Visitors Commission		
Project Name:	FY2003 Destination Advertising		
Project Objective:	Increase Revenues		
State Dollars Budgeted	\$400,000.00		
State Dollars Reimbursed	\$400,000.00	% In State	15
Local Matching Dollars	\$400,000.00	% Out of State	85
Total Project Cost	\$800,000.00		
Total Circulation/Exposure	217,439,855		
Inquiries Reported	7,078		
TV Ads Placed	4,039		
Radio Ads Placed	0		
Newspaper Ads Placed	124		
Magazine Ads Placed	33		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	The St. Louis CVC's consumer marketing campaign produced more than 1.2 million leads, up from 1.1 million in 2001.		
Research Method	Mail Survey		
Percentage Completed	100%		
Description	The St. Louis CVC is a charter Cooperative Marketing participant. Funding print and TV media for the most part, this DMO has completed 27 advertising projects for a total of \$1,963,614, or 92%. The St. Louis CVC targets both the leisure travel and the convention markets through this program.		

Marketing Activities, Inquiries, and Cost Per Inquiry – Small Project Marketing Summer/Fall Category

Barton County Chamber of Commerce

Contract #	3-05-048-55	Research Method	Unknown				
Inquiries Generated	0	<u>Marketing Activities</u>					
State Funds Budgeted	\$3,700.00	TV Ads		0	Videos/CDs	0	
State Funds Used	\$3,650.00	Radio Ads		0	Brochures	0	
Local Funds Used	\$3,650.00	Newspaper Ads		0	Tradeshows	0	
Total Project Costs	\$7,300.00	Magazine Ads		0	FAM Tours	0	
State Cost Per Inquiry	No Inquiries Reported	Billboards		0	Websites	0	

Greater Maryville Chamber of Commerce

Contract #	3-01-053-55	Research Method	None				
Inquiries Generated	0			<u>Marketing Activities</u>			
State Funds Budgeted	\$600.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$584.96			Radio Ads	0	Brochures	2,000
Local Funds Used	\$584.96			Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$1,169.92			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	No Inquires Reported			Billboards	0	Websites	0

Kennett Chamber of Commerce

Contract # 3-10-055-55	Research Method	Unknown					
Inquiries Generated	0	<u>Marketing Activities</u>					
State Funds Budgeted	\$2,500.00	TV Ads	0	Videos/CDs	0		
State Funds Used	\$2,200.00	Radio Ads	0	Brochures	0		
Local Funds Used	\$2,200.00	Newspaper Ads	0	Tradeshows	0		
Total Project Costs	\$4,400.00	Magazine Ads	0	FAM Tours	0		
State Cost Per Inquiry	No Inquires Reported	Billboards	0	Websites	0		

Nevada/Vernon County Chamber of Commerce

Contract #	3-05-047-55	Research Method	Other				
Inquiries Generated	218			<u>Marketing Activities</u>			
State Funds Budgeted	\$4,011.87			TV Ads	0	Videos/CDs	0
State Funds Used	\$4,011.87			Radio Ads	0	Brochures	25,000
Local Funds Used	\$5,216.31			Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$9,228.18			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$18.40			Billboards	0	Websites	0

Weston Development Company

Contract #	3-04-043-55	Research Method	Unknown				
Inquiries Generated	0	<u>Marketing Activities</u>					
State Funds Budgeted	\$3,150.00	TV Ads		0	Videos/CDs	0	
State Funds Used	\$3,150.00	Radio Ads		0	Brochures	0	
Local Funds Used	\$3,150.00	Newspaper Ads		0	Tradeshows	0	
Total Project Costs	\$6,300.00	Magazine Ads		0	FAM Tours	0	
State Cost Per Inquiry	No Inquires Reported	Billboards		0	Websites	0	

Summary by Project

Contract Number:	3-05-048-55		
DMO:	Barton County Chamber of Commerce		
Project Name:	SW MO Itineraries		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$3,700.00		
State Dollars Reimbursed	\$3,650.00	% In State	0
Local Matching Dollars	\$3,650.00	% Out of State	0
Total Project Cost	\$7,300.00		
Total Circulation/Exposure	0		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Unknown		
DMO Comments	Report not submitted.		
Research Method	Unknown		
Percentage Completed	99%		
Description	The Barton County Chamber of Commerce has received funding in five program years and has been reimbursed a total of \$28,821 with a 52% project completion average.		

Summary by Project

Contract Number:	3-01-053-55		
DMO:	Greater Maryville Chamber of Commerce		
Project Name:	Historic Maryville Brochure		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$600.00		
State Dollars Reimbursed	\$584.96	% In State	100
Local Matching Dollars	\$584.96	% Out of State	0
Total Project Cost	\$1,169.92		
Total Circulation/Exposure	2,000		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	2,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Many visitors have stopped by to inquire about driving tour as well as local phone calls.		
Research Method	None		
Percentage Completed	97%		
Description	Having achieved an overall 97% completion average, the Greater Maryville Chamber of Commerce, located in the Pony Express region, has effectively increased its marketing funding. This DMO utilizes the funding for a variety of marketing efforts to increase tourism expenditures in the area.		

Summary by Project

Contract Number:	3-10-055-55		
DMO:	Kennett Chamber of Commerce		
Project Name:	Kennett Brand Awareness		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$2,500.00		
State Dollars Reimbursed	\$2,200.00	% In State	0
Local Matching Dollars	\$2,200.00	% Out of State	0
Total Project Cost	\$4,400.00		
Total Circulation/Exposure	0		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Unknown		
DMO Comments	No report submitted.		
Research Method	Unknown		
Percentage Completed	88%		
Description	FY03 is the Kennett Chamber's second year with the co-op program. This DMO located in our Bootheel has receive \$4,700 with an overall 94% completion rate.		

Summary by Project

Contract Number:	3-05-047-55		
DMO:	Nevada/Vernon County Chamber of Commerce		
Project Name:	Visitor's Guide		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$4,011.87		
State Dollars Reimbursed	\$4,011.87	% In State	50
Local Matching Dollars	\$5,216.31	% Out of State	50
Total Project Cost	\$9,228.18		
Total Circulation/Exposure	25,000		
Inquiries Reported	218		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	25,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	An 800 # on our brochures gives us a means to track inquiries. Results were an increase in visitors to events and attractions.		
Research Method	Other		
Percentage Completed	100%		
Description	This Chamber is the destination marketing organization for both the city of Nevada as well as all of Vernon County. Vernon County shares its western border with Kansas. The chamber completed its third year in the Cooperative Marketing Program and has received a total of \$11,901 or 94% of its allocated funding.		

Summary by Project

Contract Number:	3-04-043-55		
DMO:	Weston Development Company		
Project Name:	TV Ads in Iowa & Nebraska		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$3,150.00		
State Dollars Reimbursed	\$3,150.00	% In State	0
Local Matching Dollars	\$3,150.00	% Out of State	0
Total Project Cost	\$6,300.00		
Total Circulation/Exposure	0		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Unknown		
DMO Comments	Report not submitted.		
Research Method	Unknown		
Percentage Completed	100%		
Description	The Weston Development Company has been a regular participant since FY96. This DMO markets for Weston, MO located in the Kansas City region utilizing various marketing strategies. Weston Development Company has received \$25,680 in reimbursements for an average of a 91% contract completion.		

Marketing Activities, Inquiries, and CPI – Small Project Marketing Winter/Spring Category

Barton County Chamber of Commerce

Contract #	3-05-072-56	Research Method	Other				
Inquiries Generated	0			<u>Marketing Activities</u>			
State Funds Budgeted	\$1,400.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$1,300.00			Radio Ads	0	Brochures	0
Local Funds Used	\$1,300.00			Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$2,600.00			Magazine Ads	2	FAM Tours	0
State Cost Per Inquiry				Billboards	0	Websites	1

Carthage Convention and Visitors Bureau

Contract #	3-08-066-56	Research Method	Other				
Inquiries Generated	4,186			<u>Marketing Activities</u>			
State Funds Budgeted	\$5,000.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$4,973.07			Radio Ads	0	Brochures	0
Local Funds Used	\$4,973.08			Newspaper Ads	1	Tradeshows	0
Total Project Costs	\$9,946.15			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$1.19			Billboards	0	Websites	1

Charleston Chamber of Commerce

Contract #	3-10-065-56	Research Method	Other				
Inquiries Generated	0			<u>Marketing Activities</u>			
State Funds Budgeted	\$2,071.70			TV Ads	0	Videos/CDs	0
State Funds Used	\$1,562.28			Radio Ads	0	Brochures	10,000
Local Funds Used	\$1,562.28			Newspaper Ads	0	Tradeshows	0
Total Project Costs	\$3,124.56			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry				Billboards	0	Websites	0

Chillicothe Area Chamber of Commerce

Contract #	3-02-070-56	Research Method	Conversion Study				
Inquiries Generated	1,450			<u>Marketing Activities</u>			
State Funds Budgeted	\$2,095.24			TV Ads	0	Videos/CDs	0
State Funds Used	\$1,217.73			Radio Ads	0	Brochures	5,000
Local Funds Used	\$1,813.00			Newspaper Ads	0	Tradeshows	3
Total Project Costs	\$3,030.73			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$0.84			Billboards	0	Websites	0

Clearwater Lake Association

Contract #	3-09-068-56	Research Method	Mail Survey				
Inquiries Generated	2,715			<u>Marketing Activities</u>			
State Funds Budgeted	\$1,412.50			TV Ads	0	Videos/CDs	0
State Funds Used	\$1,027.50			Radio Ads	0	Brochures	0
Local Funds Used	\$1,027.50			Newspaper Ads	0	Tradeshows	4
Total Project Costs	\$2,055.00			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$0.38			Billboards	0	Websites	0

Convention and Visitor Bureau of Ste. Genevieve

Contract #	3-10-067-56	Research Method	Intercept Study				
Inquiries Generated	2,050			<u>Marketing Activities</u>			
State Funds Budgeted	\$4,850.00			TV Ads	0	Videos/CDs	0
State Funds Used	\$3,562.92			Radio Ads	147	Brochures	10,000
Local Funds Used	\$3,562.92			Newspaper Ads	8	Tradeshows	1
Total Project Costs	\$7,125.84			Magazine Ads	0	FAM Tours	0
State Cost Per Inquiry	\$1.74			Billboards	0	Websites	0

Cooperative Marketing Fiscal Year 2003 Summary

Excelsior Springs Chamber of Commerce

Contract #	3-04-073-56	Research Method	None
Inquiries Generated	0		
State Funds Budgeted	\$2,373.00		
State Funds Used	\$1,416.00		
Local Funds Used	\$1,416.00		
Total Project Costs	\$2,832.00		
State Cost Per Inquiry	No Inquiries Reported		

Marketing Activities

TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	0
Newspaper Ads	0	Tradeshows	0
Magazine Ads	6	FAM Tours	0
Billboards	0	Websites	0

Greater Maryville Chamber of Commerce

Contract #	3-01-071-56	Research Method	None
Inquiries Generated	0		
State Funds Budgeted	\$1,515.00		
State Funds Used	\$1,252.80		
Local Funds Used	\$1,252.80		
Total Project Costs	\$2,505.60		
State Cost Per Inquiry	No Inquiries Reported		

Marketing Activities

TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	5,000
Newspaper Ads	0	Tradeshows	1
Magazine Ads	0	FAM Tours	0
Billboards	0	Websites	0

Pony Express Regional Tourism Commission

Contract #	3-01-069-56	Research Method	Other
Inquiries Generated	1,566		
State Funds Budgeted	\$2,800.00		
State Funds Used	\$2,055.65		
Local Funds Used	\$2,055.66		
Total Project Costs	\$4,111.31		
State Cost Per Inquiry	\$1.31		

Marketing Activities

TV Ads	0	Videos/CDs	0
Radio Ads	0	Brochures	10,250
Newspaper Ads	0	Tradeshows	1
Magazine Ads	2	FAM Tours	0
Billboards	0	Websites	0

Summary by Project

Contract Number:	3-05-072-56		
DMO:	Barton County Chamber of Commerce		
Project Name:	SW MO Group Tour Marketing		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$1,400.00		
State Dollars Reimbursed	\$1,300.00	% In State	54
Local Matching Dollars	\$1,300.00	% Out of State	46
Total Project Cost	\$2,600.00		
Total Circulation/Exposure	48,826		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	2		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	1		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Website activity increased in direct relation to placement of magazine advertising.		
Research Method	Other		
Percentage Completed	93%		
Description	The Barton County Chamber of Commerce has received funding in five program years and has been reimbursed a total of \$28,821 with a 52% project completion average.		

Summary by Project

Contract Number:	3-08-066-56		
DMO:	Carthage Convention and Visitors Bureau		
Project Name:	Carthage Tourism Marketing		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$5,000.00		
State Dollars Reimbursed	\$4,973.07	% In State	55
Local Matching Dollars	\$4,973.08	% Out of State	45
Total Project Cost	\$9,946.15		
Total Circulation/Exposure	1,735,355		
Inquiries Reported	4,186		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	1		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	1		
Other Marketing Activity	1		
Did Project Achieve Objectives	Significantly		
DMO Comments	Carthage has a presence on the internet and at various tradeshows thanks to this application. It has given us the tools to market Carthage as a destination to visitors.		
Research Method	Other		
Percentage Completed	99%		
Description	The Carthage CVB is a new co-op DMO for FY03. This Ozark Mountain CVB completed 99.46% of the \$5,000 project.		

Summary by Project

Contract Number:	3-10-065-56		
DMO:	Charleston Chamber of Commerce		
Project Name:	Charleston Marketing Brochure		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$2,071.70		
State Dollars Reimbursed	\$1,562.28	% In State	95
Local Matching Dollars	\$1,562.28	% Out of State	5
Total Project Cost	\$3,124.56		
Total Circulation/Exposure	10,000		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	10,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Attendance was up dramatically during the 2003 Dogwood/ Azalea Festival, close to 10,000 according to study in July by Southeast Missouri State University.		
Research Method	Other		
Percentage Completed	75%		
Description	The Charleston Chamber was a new DMO for FY03. This organization received \$1,562 in state dollars for a 75% completion record.		

Summary by Project

Contract Number:	3-02-070-56		
DMO:	Chillicothe Area Chamber of Commerce		
Project Name:	Grand River Area Marketing		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$2,095.24		
State Dollars Reimbursed	\$1,217.73	% In State	75
Local Matching Dollars	\$1,813.00	% Out of State	25
Total Project Cost	\$3,030.73		
Total Circulation/Exposure	8,000		
Inquiries Reported	1,450		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	5,000		
Tradeshows Attended	3		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	1		
Did Project Achieve Objectives	Significantly		
DMO Comments	We have seen more visitors as a direct result of our tradeshow attendance.		
Research Method	Conversion Study		
Percentage Completed	58%		
Description	This DMO, located in the Chariton Valley region, has participated each year since FY1996. To date, the Chillicothe Area Chamber has been reimbursed \$30,876 for qualified marketing expenses, and has earned a 58% contract completion average.		

Summary by Project

Contract Number:	3-09-068-56		
DMO:	Clearwater Lake Association		
Project Name:	Travel Show Schedule		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$1,412.50		
State Dollars Reimbursed	\$1,027.50	% In State	71
Local Matching Dollars	\$1,027.50	% Out of State	29
Total Project Cost	\$2,055.00		
Total Circulation/Exposure	9,050		
Inquiries Reported	2,715		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	4		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	Better than last year. All the resorts have reported a much better year. The Wentzville Sport Show was cancelled.		
Research Method	Mail Survey		
Percentage Completed	73%		
Description	Clearwater Lake is located in the Ozark Heritage vacation region. Approximately 40 miles from Poplar Bluff, Clearwater Lake caters to families, fishing and boating enthusiasts, etc. Having been involved with the Co-op program since FY1996, they have received \$15,268 and have an 86% completion average.		

Summary by Project

Contract Number:	3-10-067-56		
DMO:	Convention and Visitor Bureau of Ste. Genevieve		
Project Name:	May Festivals in Ste. Genevieve		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$4,850.00		
State Dollars Reimbursed	\$3,562.92	% In State	82
Local Matching Dollars	\$3,562.92	% Out of State	18
Total Project Cost	\$7,125.84		
Total Circulation/Exposure	3,465,000		
Inquiries Reported	2,050		
TV Ads Placed	0		
Radio Ads Placed	147		
Newspaper Ads Placed	8		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	10,000		
Tradeshows Attended	1		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	We received response to marketing in terms of visitors attending events & overnight stays. Our total numbers did not increase. Many visitors were first time visitors, so we are reaching new people & 800 calls are up 21%.		
Research Method	Intercept Study		
Percentage Completed	73%		
Description	Along with French Colonial Ste. Genevieve, this DMO located in the River Heritage region has participated in the co-op program for 5 years. Of the \$111,430 allocated to this organization, \$63,255 or 57%, has been utilized for approved tourism marketing activities.		

Summary by Project

Contract Number:	3-04-073-56		
DMO:	Excelsior Springs Chamber of Commerce		
Project Name:	Excelsior Springs Tourism Marketing Plan		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$2,373.00		
State Dollars Reimbursed	\$1,416.00	% In State	0
Local Matching Dollars	\$1,416.00	% Out of State	0
Total Project Cost	\$2,832.00		
Total Circulation/Exposure	0		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	6		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Unknown		
DMO Comments	No report submitted.		
Research Method	None		
Percentage Completed	60%		
Description	FY03 was the Excelsior Springs Chamber of Commerce's first year as a Cooperative Marketing DMO. This Kansas City region chamber received \$1,416 in state funding and completed 60% of the funded project.		

Summary by Project

Contract Number:	3-01-071-56		
DMO:	Greater Maryville Chamber of Commerce		
Project Name:	Tourism Tab & Omaha Sport Show		
Project Objective:	Increase No. of Visitors		
State Dollars Budgeted	\$1,515.00		
State Dollars Reimbursed	\$1,252.80	% In State	52
Local Matching Dollars	\$1,252.80	% Out of State	48
Total Project Cost	\$2,505.60		
Total Circulation/Exposure	5,000		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	5,000		
Tradeshows Attended	1		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Significantly		
DMO Comments	Using a different format, this allowed an increase in persons obtaining our brochure.		
Research Method	None		
Percentage Completed	83%		
Description	Having achieved an overall 97% completion average, the Greater Maryville Chamber of Commerce, located in the Pony Express region, has effectively increased its marketing funding. This DMO utilizes the funding for a variety of marketing efforts to increase tourism expenditures in the area.		

Summary by Project

Contract Number:	3-01-069-56		
DMO:	Pony Express Regional Tourism Commission		
Project Name:	Pony Express Regional Marketing		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$2,800.00		
State Dollars Reimbursed	\$2,055.65	% In State	36
Local Matching Dollars	\$2,055.66	% Out of State	64
Total Project Cost	\$4,111.31		
Total Circulation/Exposure	34,250		
Inquiries Reported	1,566		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	2		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	10,250		
Tradeshows Attended	1		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Somewhat		
DMO Comments	This project is limited in tracking ability. The organization consists of 13 counties. Members in counties are all responsible for marketing & distribution. Individual results are not measured.		
Research Method	Other		
Percentage Completed	73%		
Description	The Pony Express Regional Tourism Commission has represented the region through the Cooperative Marketing Program since FY1996. This organization has a 85% completion record and has received a total of \$36,980 in reimbursements from the program.		

Summary by Project

Contract Number:	3-09-076-77		
DMO:	Arcadia Valley Chamber of Commerce		
Project Name:	Brochure - Directory - Map - Calendar		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$474.00		
State Dollars Reimbursed	\$474.00	% In State	0
Local Matching Dollars	\$474.00	% Out of State	0
Total Project Cost	\$948.00		
Total Circulation/Exposure	0		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	0		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Unknown		
DMO Comments	Report not required.		
Research Method	Not required for this category.		
Percentage Completed	100%		
Description	This was Arcadia Valley Chamber's second project funded through the co-op program. With a 100% completion record, Arcadia Valley Chamber has received a total of \$4,049 in state tourism funding.		

Summary by Project

Contract Number:	3-05-078-77		
DMO:	Buffalo Area Chamber of Commerce		
Project Name:	SW MO Celtic Heritage Festival & Games brochure		
Project Objective:	Destination Awareness		
State Dollars Budgeted	\$638.50		
State Dollars Reimbursed	\$638.50	% In State	0
Local Matching Dollars	\$638.50	% Out of State	0
Total Project Cost	\$1,277.00		
Total Circulation/Exposure	0		
Inquiries Reported	0		
TV Ads Placed	0		
Radio Ads Placed	0		
Newspaper Ads Placed	0		
Magazine Ads Placed	0		
Billboards Leased	0		
Videos Distributed	0		
Brochures Distributed	10,000		
Tradeshows Attended	0		
FAM Tours Hosted	0		
Websites Developed/Updated	0		
Other Marketing Activity	0		
Did Project Achieve Objectives	Unknown		
DMO Comments	Report not required.		
Research Method	Not required for this category		
Percentage Completed	100%		
Description	The Buffalo Area Chamber completed its first Cooperative Marketing Project in FY03. The chamber was approved for \$638.50 for the development and printing of tourism brochures. The chamber completed 100% of this project.		

Summary by Project

Contract Number:	3-02-077-77	
DMO:	Chariton Valley Tourism Region	
Project Name:	Military History & Heritage brochure	
Project Objective:	Destination Awareness	
State Dollars Budgeted	\$923.08	
State Dollars Reimbursed	\$0.00	% In State 0
Local Matching Dollars	\$0.00	% Out of State 0
Total Project Cost	\$0.00	
Total Circulation/Exposure	0	
Inquiries Reported	0	
TV Ads Placed	0	
Radio Ads Placed	0	
Newspaper Ads Placed	0	
Magazine Ads Placed	0	
Billboards Leased	0	
Videos Distributed	0	
Brochures Distributed	0	
Tradeshows Attended	0	
FAM Tours Hosted	0	
Websites Developed/Updated	0	
Other Marketing Activity	0	
Did Project Achieve Objectives	Unknown	
DMO Comments	Project not completed. Report not required.	
Research Method	Not required for this category.	
Percentage Completed	0%	
Description	This DMO markets for the Chariton Valley region. FY2003 represents the organization's third year of participation in the Cooperative Marketing Program. To date the DMO has received \$773 in qualified	